

LIFE



GRACE THE DUMMY

JULY 12, 1937

10 CENTS

TOMATO PRODUCTS

Seasoned, cooked and packed at Swedesboro

by **HURFF**

The Jersey Tomato People
ARE BETTER FROM THE GROUND UP!

Some tomatoes—like Topsy—"just grow". But—the tomatoes Hurff uses are carefully cultivated "pedigreed tomatoes". And—if you don't think there's as much difference in tomato products as there is in tomatoes, just try Hurff Tomato Juice, Tomato Soup, Tomato Aspic or any of the other equally famous Hurff tomato products.

As we've mentioned before, we've spent thirty-one years "eating, sleeping and drinking tomatoes" right in the state that's famous in *all* states for the finest tomatoes that ever carried a vitamin. Yet, interested as we are in what we've done, we're much more interested in *what you're going to do*. And, we hope what you're going to do is *step right out today or tomorrow and ask for tomato products* bearing the Hurff label. The little sketches below will give you a pretty good idea of why they're *better from the ground up!*



Each summer fine seed tomatoes are examined right in the fields by inspectors of the New Jersey State Department of Agriculture.



The seeds from these tomatoes are removed, cleaned, certified and sealed in bags under the direct supervision of these state officials.



We sell these seeds to the growers and buy back the tomatoes they produce, thereby maintaining uniformity of quality and flavor.

HURFF TOMATO JUICE

with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

HURFF TOMATO JUICE COCKTAIL

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

HURFF TOMATO ASPIC

—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

HURFF TOMATO SOUP

Ready to serve! Greater body and richness than most ready-to-serve tomato soups... and more economical than condensed soups as it can be diluted to suit the taste.

HURFF TOMATO PUREE

for making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

HURFF TOMATO CATSUP

with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes as so many are.

Ask for HURFF

Tomato Juice
Tomato Juice Cocktail
Tomato Catsup
Tomato Soup
Tomato Puree

Tomato Aspic
Pork and Beans
Vegetable Soup
Spaghetti
Asparagus

Squash
Bean Soup
Pea Soup
Pumpkin
Hominy



ROLAND HARPER

★ ★ EDGAR F. HURFF COMPANY ★ SWEDESBORO ★ NEW JERSEY ★ ★

A DAY IN THE LIFE OF CLEVELAND'S GREAT LAKES EXPOSITION

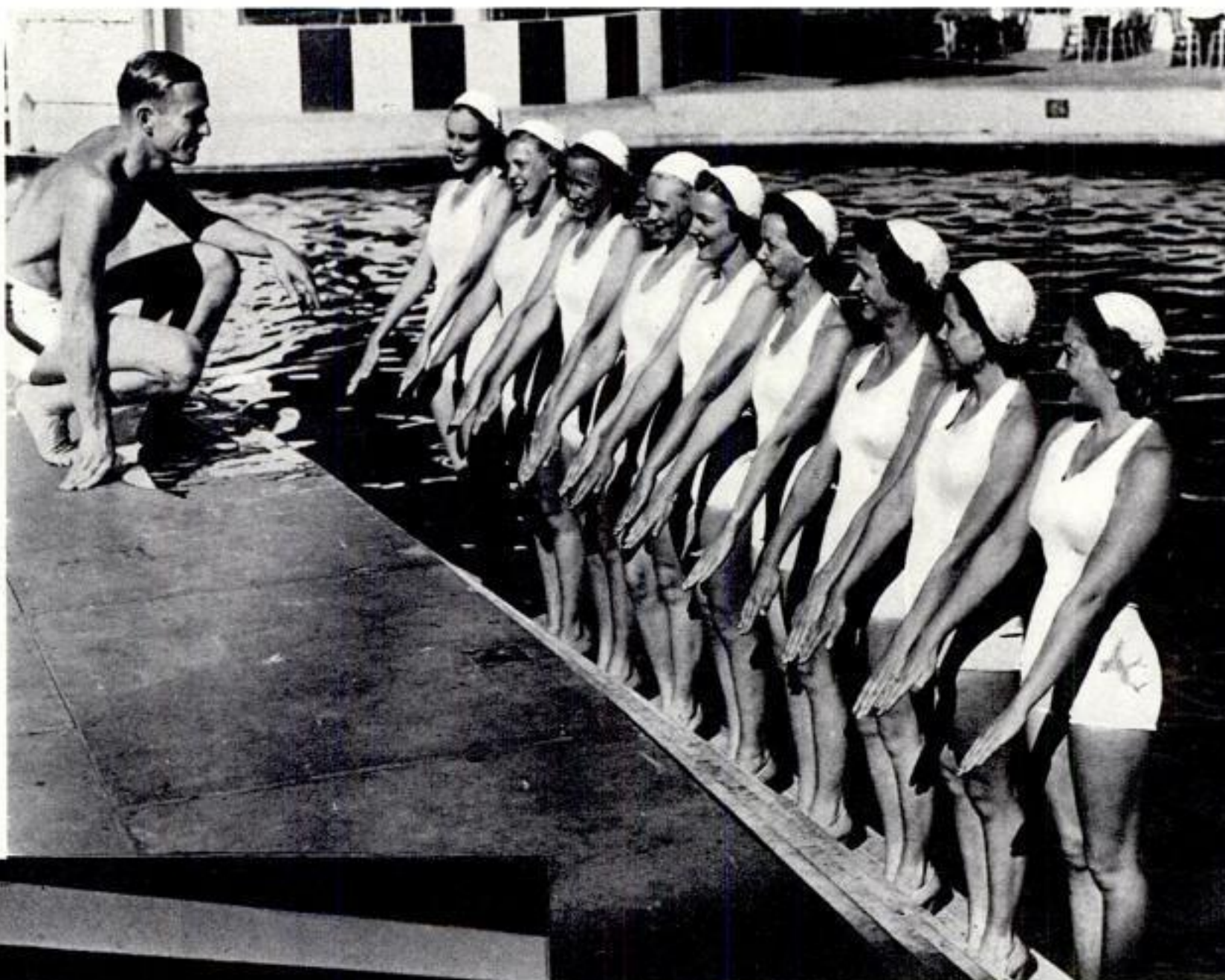
... where Billy Rose is the master showman ... where Johnny Weissmuller, "Stubby" Kruger, Dick Degener, Marshall Wayne, Sam Howard and a bevy of *belles de mer* perform in America's greatest aquatic spectacle ... where the world's oldest vehicle manufacturer daily portrays the thrilling March of Transportation ...

FOUNDER Moses Cleaveland would find more to startle him than a change in the spelling of his name, were he to visit the metropolis on Lake Erie's southern shore this summer.

He would see one of America's cleanest, best policed cities, would doubtless ride, as guest of Safety Director Eliot Ness, to the lake front exposition grounds where he would view among other attractions the Studebaker March of Transportation exhibit with its vehicles dating back to Studebaker's founding in 1852.

Famed as the place where John D. Rockefeller started his oil business and long resided, Cleveland this year has assigned Broadway's amazing Billy Rose to a stellar part in the second edition of its Great Lakes Exposition. And Americans by thousands from Bangor and Tallahassee, from Tacoma, Peoria, Wilshire Boulevard and all points in between are heading Cleveland-ward, many in 1937 Studebakers famed for roominess, restful riding, gas and oil economy as well as steel-armored safety.

First car to offer the automatic hill holder, Studebaker for 1937 is also unique for doors that click lightly, tightly and silently without slamming, for steering that halves the turning effort of parking, for spacious trunks that are all usable room instead of jig saw puzzles and for prices that are down close to those of small cars. Studebaker's C. I. T. plan makes time payment buying almost painless. Studebaker, South Bend, Ind.



A diver diverts from the role of performer to one of teacher in the picture above. He is famed Sam Howard of Billy Rose's Aquacade at the Great Lakes Exposition. The interested and interesting pupils of his class are one of the reasons the Rose show at Cleveland always thrills, never bores.



Safety's more than an idea in busy Cleveland, host to America this summer. Below is pictured one of the 15 safety Studebakers the Cleveland police department is using in its city-wide accident prevention campaign. Not traffic cops in the usual sense, the operators of these Studebakers courteously advise careless and forgetful drivers of their errors and responsibilities.

Weissmuller, Studebaker and friends make up the Cleveland picture directly above. The Studebaker is the popular 6-passenger sedan model with silvery "winged victory" front end and air-curved seamless steel body that glistens in a paint finish twelve coats deep. The interiors of all 1937 Studebakers, refreshingly ventilated and generously roomy, are tastefully and distinctively styled by famous Helen Dryden, America's "first lady" of design.



STUDEBAKER



NOT LOWEST PRICED ... BUT ALMOST

This One

 GBOA-PYQ-62DA

"What a break!"

5¢ 2 GLASS SIZE
10¢ FAMILY SIZE

It's the real *Root Juices*
that make Hires taste better
than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

Free THIS FAMOUS DELUXE EDITION

Stories of the Great Operas and Their Composers

1056 PAGES • FORMERLY IN
THREE VOLUMES AT \$10.50

Accept this Beautiful Volume FREE as an Example of DE LUXE EDITIONS CLUB Bargains. Get Great Books like this, formerly \$5 to \$25, in Exquisite New Editions for Only \$1.69 Each!



YOU are invited to send the special coupon below. You will receive at once, absolutely free, a copy of this great book. It is exquisitely bound for your lifetime library. This offer is made to show you, at our expense, the remarkable book values which Charter Membership in The De Luxe Editions Club can now bring to you!

Through this Club you can now get many of the finest books in all branches of literature. Beautiful volumes of permanent value—specially designed and superbly bound. And at a price *below* that asked for ordinary, commercial-edition novels!

Become a Charter Member, FREE

Imagine getting books that have been priced from \$5 to \$25—in rich, new *De Luxe Editions*—for ONLY \$1.69 EACH! No other plan ever offered to book lovers has combined such truly *great books* with such *immense savings*!

There is no cost to you in joining the Club. By joining now, as a Charter Member, you will receive this gift book free. There are no extra dues. You pay *nothing* but the extremely low price of \$1.69 per book, plus few cents postage.

De Luxe Editions Club books are already famous for their luxurious bindings, fine printing, rich contents. The average volume is 6" x 9 1/4". Many are even larger. Most contain 500 to 600 pages—some even over 1000 pages. Many are gorgeously illustrated in color with paintings by the greatest masters; others with fine drawings and photographs. Every volume is complete.

Such values are possible only because

America's leading publishers have coöperated with us. They are allowing the Club to use the *original*, first-edition plates in printing these new De Luxe Editions. And the authors have agreed to smaller royalties.

Typical of the many remarkable values are such recent De Luxe Editions as "Great Works of Art," formerly \$5.00; Chaucer's "Canterbury Tales," in modern English, and with 25 full-page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20.00; and "The Travels of Marco Polo," formerly \$5.00. Similar values will be offered in forthcoming selections, all at the low price, to members only, of \$1.69 each!

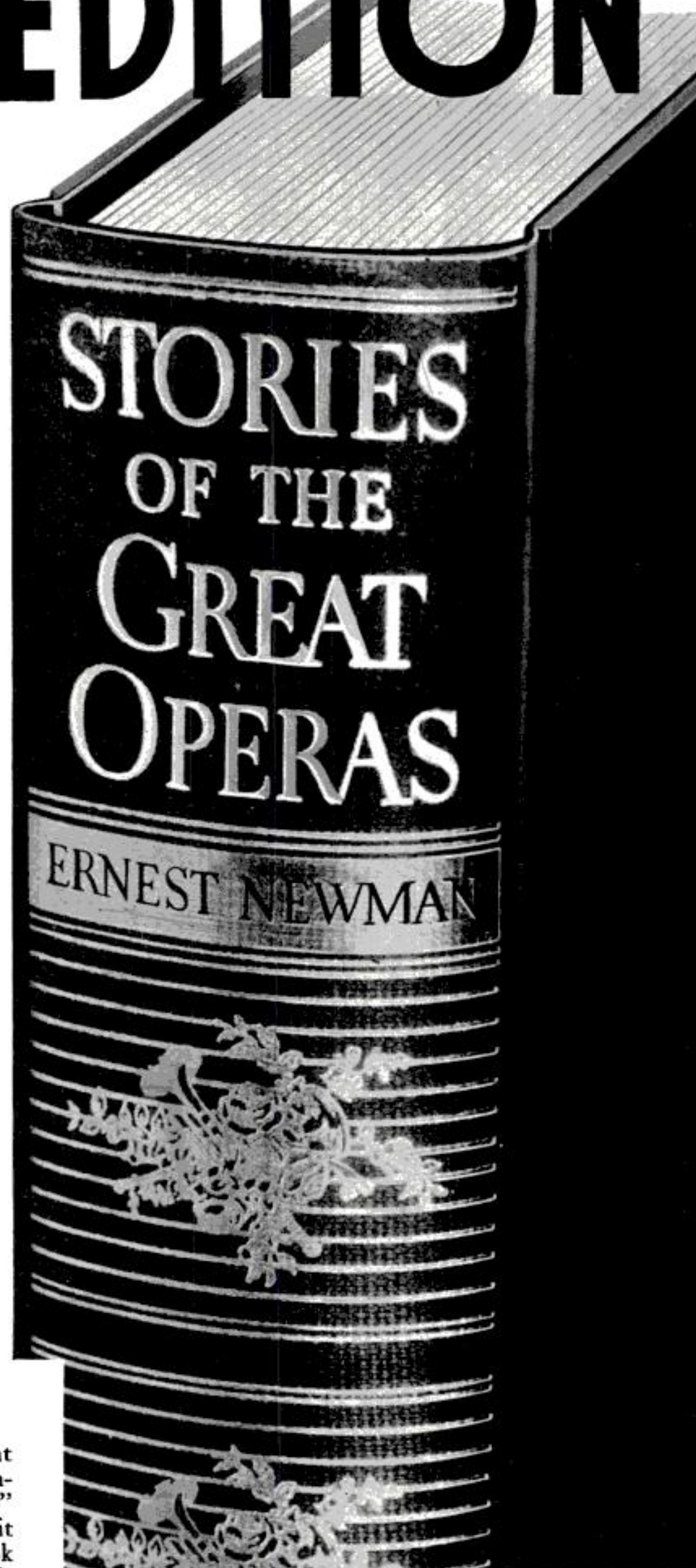
Send No Money

If such bargains appeal to you—if you would like to *spend less* for books and *have far more* to show for it—then accept Free a Charter Membership in The De Luxe Editions Club! Send no money with the Membership Coupon below. Your *free* copy of "Stories of the Great Operas" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to all book lovers. The "Folio" is free, to Members exclusively. Each month it tells unusual facts about the current Book Selection. And it reviews the coming month's selection as well. Thus Members always know *in advance* what the next book will be. Your subscription for the "Folio" will begin at once, without cost. Mail the coupon now!

THE DE LUXE EDITIONS CLUB
Dept. 7L, Garden City, N. Y.

"Stories of the Great Operas and Their Composers," by Ernest Newman, is typical of De Luxe Editions Club books. This beautiful volume is 2 3/4" thick, 8 1/2" x 6" in size. Contains 1056 pages. Gives complete plots and musical movements of 30 greatest operas. Describes composers' lives. Will double your enjoyment of Opera in the

theatre or over the radio. Printed from identical plates of original three-volume, \$10.50 edition. Also contains 790 *illustrated* musical quotations. But whether you read music or not, you will enjoy and profit richly from this great book. Bound in handsome cardinal buckram, richly imprinted in gold.



FREE CHARTER MEMBERSHIP COUPON

THE DE LUXE EDITIONS CLUB

Dept. 7L, Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the members' exclusive publication "THE FOLIO" which reviews the current and forthcoming selections. My membership will bring to me, each month for an entire year, the Club's De Luxe Selection—a book that formerly sold for \$5.00, \$10.00, or even more—but which I am to have for only \$1.69 plus the few cents postage. In consideration of my enrollment as a Charter Member at this time, you are to send me at once, *absolutely free*, my gift copy of STORIES OF THE GREAT OPERAS AND THEIR COMPOSERS.

Name.....

Address.....

City..... State.....

Through the City of TOMORROW Without a STOP

—predicts
NORMAN BEL GEDDES

"All vehicles will be routed through the cities of 1960 on thoroughfares specifically designed to carry traffic moving at several established speeds," says Mr. Geddes, authority on future trends.

"A network of 50-mile-an-hour Express Highways in the city will handle all traffic going ten blocks or more, creating a continuous flow of cars, uninterrupted by stoplights, intersections or pedestrians.

"On Local Streets elevated sidewalks will carry pedestrian traffic above streets... building entrances and shop windows will be on second-story level. Trucks will be loaded, cars parked in open areas beneath buildings. Thus the entire width of streets—from building-line to building-line—will be clear for motor traffic..."

...but TODAY, 4 miles in 5 are Stop and Go

YOU can drive up to ten miles on the amount of gasoline wasted by your 30 daily stops—the nation-wide average!

The costliest kind of driving you do, both in time and money, is stop and go.

While traffic authorities are planning "the City of Tomorrow," Shell engineers have developed a fuel, Super-Shell, to meet today's driving problem TODAY.

Automotive engineers refer to Super-Shell as "motor-digestible," so quickly and completely is its energy changed into power... at ALL motor speeds.

You'll cut the cost of your stop-and-go driving by the regular use of Super-Shell Gasoline. There's a Shell dealer in your neighborhood.



SUPER-SHELL

Bunk!

—says the famous
ALEX MORRISON

DON'T LOOK UP!
DON'T HURRY BACKSWING!
DON'T PULL IN!
DON'T DROP LEFT SHOULDER!
BE SURE TO PIVOT!
DON'T OVERSWING!
KEEP LEFT ARM STRAIGHT!

ALEX MORRISON

GRANTLAND RICE, famous sports writer, Editor of the National Golf Review, says: "Alex Morrison has been working for years on simplifying and developing a clear picture of what is needed to play better golf. He is one of the few who have made a close study of breaking up tension, which is the curse of every game played."



The young American Pro, Henry Picard, who has established a world record for consistency during the last three years, says:

"Three years ago, my game went sour. I could not find any cure. Then I went to Alex Morrison. I consider the results I have had during the past three years due mainly to the improvements he made in my swing. I think Alex Morrison has the simplest and most effective system in the world."



... and he guarantees to improve your golf in just Five Days!

FOR years thousands of golfers urged Alex Morrison to put his way to learn the correct swing within reach of everyone anxious to improve his game. And in his famous book—the biggest selling book on golf ever published—he does it for you!

"Alexander the Great" is, as Bob Davis says, "the Wizard of Golf Instruction." His instruction brought Babe Ruth down into the 70s—enabled Doug Fairbanks to shoot 72 (on a par 71 course) in Los Angeles—helped Rex Beach shoot 154 for 36 holes in tournament play, and Clarence Budington Kelland get into the 70s. He has taught Jack Dempsey, the slight Charles Chaplin and the bulky Paul Whiteman, Grantland Rice, Rube Goldberg, Paula Stone, and scores of others.



So many "don'ts" on his mind that they show in his knees, shoulders, his whole stance!

Alex Morrison was on the staff of American Golfer for years. He has written for American Magazine, Popular Science, and others. He has given lectures and exhibitions all over this country and Canada. Although this left little time for tournaments, Alex can play the game with the best of them. In addition to defeating several of the leading players he has set many course records. He tied the one at Wing-

ed Foot (the scene of the 1929 American Open) with a 68. He has no less than 30 attested scores ranging from 65 to 69 over championship length courses; for example, Brackenridge Park at San Antonio with a 69; Pasadena Golf Club, 69; Detroit Golf Club (South Course), 66; and 69 at Denver Country Club.

For Those Bewildered by a 'Plague of Don'ts'

Alex Morrison has gotten out a book which clearly describes and pictures his simple way of learning the correct swing. It is sold on a definite guarantee that it will improve your game, or cost you nothing.

Morrison is the arch enemy of Golf DON'TS! His last eighteen years have been spent to help the man who stands grimly before his ball "concentrating," his knuckles white with tension, and the cords in his neck swelling with strain. The fellow who gets too little satisfaction and benefit from the game! —who merely exchanges business worries for golf worries and is in a constant panic about doing the wrong thing.

The Secret of the Correct Swing

If you are "stymied," if the usual jargon and generalities haven't gotten you anywhere, if you realize that mere concentration, will-power and practice alone is not the real answer—then let Alex Morrison change your whole viewpoint with his book, "A New Way to Better Golf."

First, he tells how to banish mental tension and nervous strain—how to play with muscular freedom, mental relaxation.

Then he analyzes the eight stages of the Correct Swing—not "correct" because he does it, but because of the structure of your own body. For years Morrison has studied anatomy and mechanics. As he has proven, when the proper muscles cease to function the wrong ones take charge—and you inevitably get a bad shot.

In simple terms and clear photographs he shows these eight stages. He proves there is not even a "pivot" in it! Then, having shown you how to get the Correct Swing, he shows how easy it is to put it into practice—in every shot, from drive to putt.

SEND NO MONEY 5 DAYS' EXAMINATION AND A DOUBLE-GUARANTEE

Send no money with the coupon below. When the book is handed to you, pay the postman only \$2, plus postage charges. Read it for five days. If you are not "sold" at once—OR if you put Mr. Morrison's suggestions into practice and within one month you don't reduce your score in accordance with the little chart shown here, you may return the book and your \$2 will be refunded.

Clip and mail this coupon—without money now. SIMON AND SCHUSTER, INC., Dept. 627, 386 Fourth Avenue, New York City.

The Morrison Double- Guarantee

If Your Present Score Is	In One Month You'll Score
130	115
120	110
110	100
100	92
90	85
85	80
80	77
75	73

"Cut 10 Strokes"—"From 100 to 85"—"Won Club Championship"

Before, 100—After, 85
"Morrison's book brought me down to a consistent 85—from 95 to 100."—H. C. Abbott, 113 N. 10 Street, Quincy, Ill.

From 90's to 80's
"Best thing printed. Never broke 90 before. After reading, went low as 81!"—R. H. Irvine, 1106 Crain St., Evanston, Ill.

Wins Championship
"Won Club Championship! Can truthfully say it was through Morrison principles."—Dr. B. McDowell, 6117 Mission Dr., Kansas City, Mo.

120 to 92
"Whenever I broke 120 I felt 'on my game.' Then your book came along! Next week-end, 101 and 99; next, 100 and 101. Last Sunday 92!"—J. R. M., 44 Wall St., New York.

112 to 95
"Score ranged from 105 to 112. Now consistently break 100—last week, a 95."—T. H. B., Roselle, N. J.

Shoots 78
"Only way you will get book back is by force. The one book that is definite and helpful. I shot a 78—lucky Bobby Jones retired."—E. Rose, Fremont, Wts.

Lengthened Drives
"Lengthened my drive 25 yards and more. Inability to hit long ones was always my trouble."—D. C. Alexander, 33 Atlantic Blvd., Ft. Lauderdale, Fla.

90 to 80
"Lent it to a friend. His score dropped from 90 to 80. Worth 25 lessons at \$5 a lesson."—Dr. H. C. Riddle, Taft, Cal.

Handicap Drops: 20 to 12
"Past scores, 89 to 95. Handicap card NOW shows 80, 82, 83, 83, 84, 84. Now one of 23 Class A golfers among 300 members. (Don't print full name. Might sound like a boast, but it is true)."—R. D. W., Omaha, Neb.

Some of the Good Golfers Who Have Followed Morrison's System



DOUGLAS FAIRBANKS
Formerly in the high 80's. Now in the low 70's.



CLARENCE BUDINGTON KELLAND
Formerly in the 90's. Now in the 70's.



PAUL WHITEMAN
Formerly over 100. Now in the 80's.



REX BEACH
Formerly in the 80's. Now in the 70's.



GENE SARAZEN
"Alex knows his stuff and has the ability to tell it in language anyone can understand."



SIMON AND SCHUSTER, Inc., Dept. 627, 386 Fourth Ave., New York City.

Please send me Alex Morrison's illustrated book, "A New Way to Better Golf." When the postman delivers it I will pay \$2, plus postage charges.

It is distinctly understood that, if I care to, I may return the book within 5 days. It is also understood that, if putting Mr. Morrison's instructions into practice does not—within one month—reduce my score as indicated in the schedule shown above, I have the privilege of returning the book. In either case my \$2 is to be refunded at once.

Name.....

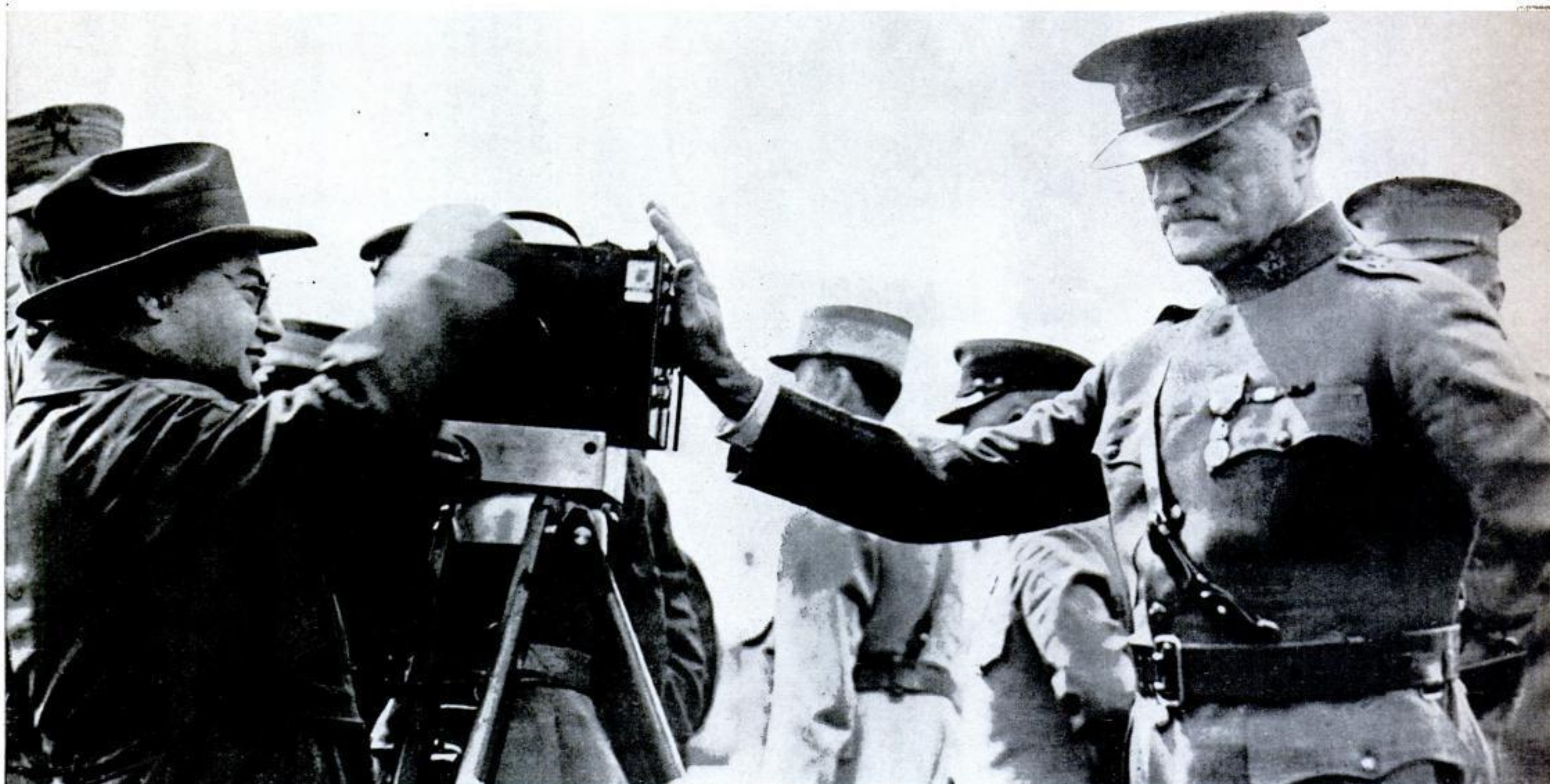
Address.....

City.....State.....

☐ Check here if you are enclosing \$2 herewith, thus saving postage charges. Same refund privileges apply, of course.

NOTE: If a resident of New York City add 4c for City Sales Tax.

SPEAKING OF PICTURES . . .



General Pershing demonstrated one way to stop a cameraman some years ago at an army review at Fort Myer, Va.

This is practically a perfect method provided there isn't another photographer around, as there was in this case.

A sure way to stop a photographer is to smash his camera. Franklin D. Roosevelt Jr. is a reformed camera smasher.



J. P. Morgan, who is sometimes a very amiable camera subject, threatened photographers with his umbrella at a wedding last April, finally took refuge behind his top hat.



Mrs. Eugene du Pont, mother of Franklin D. Roosevelt Jr.'s bride, ducked to avoid being photographed as she left a hospital where her daughter, Ethel, was convalescent.



Katharine Hepburn is unpredictable before a camera. When she turns dodger, as she did (*above*) when dressed in mink coat and slacks, she provides fine picture material.

THESE ARE CAMERA DODGERS

To newspaper cameramen, the people on these pages present a professional problem. They are what some cameramen call "camera dodgers," or people who try to keep themselves from being photographed. The photographer can see reason in the dodging of criminals who hide their faces from shame or from a desire to keep their likenesses from being widely circulated. He has less sympathy with the movie-star or publicity-hound class who hope that a coy avoidance of the camera will make their pictures more valuable. But the most troublesome camera dodger is the ordinary private citizen who finds himself suddenly in the news. He may be genuinely camera-shy for reasons of modesty or fear. The cameraman usually tries to cajole the recalcitrant subject by explaining that he is only doing his job taking pictures.

If the cameraman expects much trouble,

he may team up with a fellow photographer. One of them stands in the path of a dodger, his camera conspicuously aimed. The dodger covers his face and the shutter clicks. As the dodger lowers his guard, the other cameraman gets an unobstructed shot. The better class of newsphotographers, however, have graduated from such tricks and now get their pictures by straightforward prearrangement or not at all.

President Roosevelt turned dodger at a ball game couple of years ago, tried to avoid being snapped while eating peanuts. When one camera caught him and the picture was published, the White House ordered a temporary ban on all candid camera shots of the President. Last month, when unauthorized pictures were taken of the President and his Democratic friends at Jefferson Island, two picture agencies were outlawed by White House Secretary Steve Early.



Mrs. Woodrow Wilson demonstrates a genteel but ineffectual way to dodge. Her bag, held too far away, leaves her wide open for shots from the side.

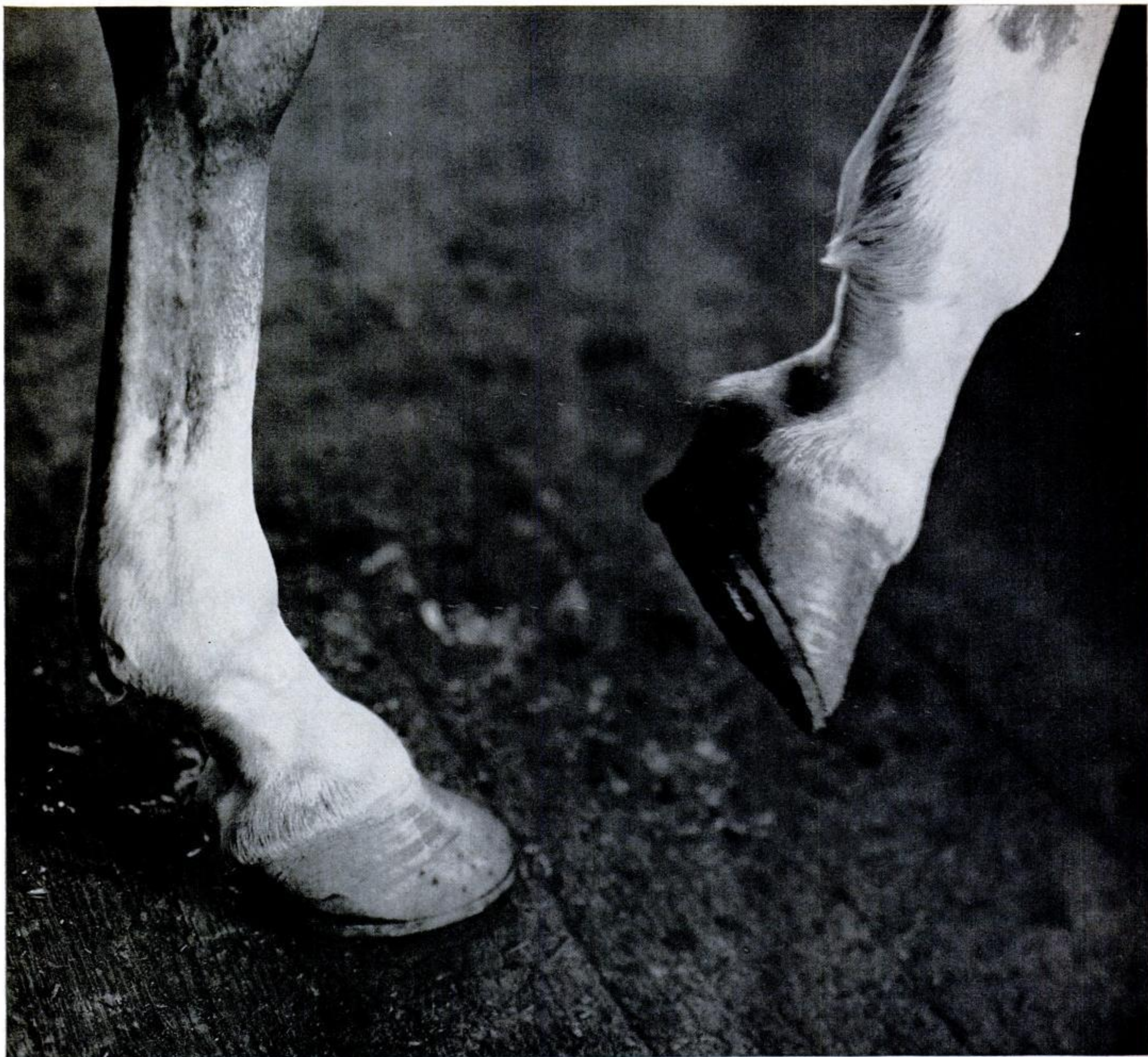


John L. Lewis, much photographed himself, is supersensitive about having his daughter-secretary Kathryn snapped. Above, he waves cameramen aside as his daughter whisks out of the picture at the right.



Mrs. Homer Cummings, wife of the U. S. Attorney General, is a well-known Washington camera dodger. Having failed to dodge the newspaper cameraman

above, she is doing the next best thing—asking him to surrender his negative film of her. The unwilling photographer argues for a while, then gives up his plate.



Nervous hoofs splinter 3-inch planks but can't cut rubber

A typical example of Goodrich product development

RRACE horses are expensive to own as well as to follow. An Ohio owner, not willing to trust his favorites to ordinary transportation, had a special motor van built. But the floor, even when made of 3-inch oak planks, was cut to splinters by the pawing hoofs of the high-strung animals. Matting was tried, but showed no improvement.

The owner had heard of the unusual

things Goodrich had done with rubber, and he came here. Goodrich engineers had exactly what he needed—Armor-ite—a special rubber developed by Goodrich to stand sharp abrasive wear, and used to line gravel chutes, ball mills, sand pipe, cyclone collectors.

A sheet of this Goodrich rubber, one-half inch thick, was laid on the floor of the van, and the most nervous

horse in the stable can't cut it. Incidentally, Goodrich suggested the sides of the van be lined with sponge rubber, and the owner says his horses now win more races because they no longer are bruised by jarring travel.

Goodrich engineers are constantly solving problems just as unusual as this, and often more difficult. These men are working closely and constantly with practically every industry, developing new usefulness for rubber in

its thousands of forms, and employing their long, specialized experience to make every Goodrich product a better value for the buyer. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *products* *problems* IN RUBBER

SPEAKING OF PICTURES

(continued)



Chang Soo Lee, Korean houseboy of Westchester County, N. Y., who killed himself after being convicted as poisoner, did an ostrich trick when confronted by camera.



Mrs. Norman Redwood, widow of New Jersey sandhog-union leader, had a friend help her dodge cameras that stalked her after her husband was murdered last February.

"It was worse than a slap in the face"



A few weeks ago, my little Ann came running home crying as if her heart would break. She said her playmates had been making fun of her clothes.



When the poor kid turned around, I almost dropped. Somebody had pinned one of your ads about tattle-tale gray on the back of her dress.



It was worse than a slap in the face. Where did those youngsters get the idea? Had they heard their mothers criticizing my washes? I felt like tearing that ad to bits. But luckily, I read it instead and found how the best housekeepers get tattle-tale gray in their clothes if they use a soap that leaves dirt behind.



So right away quick I changed to Fels-Naptha Soap — and am I GLAD! How those gentle suds of richer golden soap and lots of naptha hustle out every speck of dirt! My clothes lost that horrid tattle-tale gray in no time! So I made a big freezer-full of ice cream and gave those kids a "thank-you" party.

BANISH "TATTLE-TALE GRAY" WITH FELS-NAPTHA SOAP

COPR. FELS & CO., 1937

WILD LIFE STUDY OF LAUGHTER:

CANDID CAMERA CATCHES EFFECT
OF PARAMOUNT'S

"Easy Living"

ON HUMAN RISIBILITIES

SPINSTER, debutante, drug store cowboy, savant, mugg, marble-masked matron, all were given chance to see, hear Paramount's "Easy Living," starring Jean Arthur and Edward Arnold, featuring fan mail record-breaker Ray Milland. Directed by Mitchell Leisen. Candid camera caught reactions published here, proving newest Paramount contribution to mid-summer madness 346.7% funnier, 259.33% goofier than any comedy of year. Recommended to sweeten sour dispositions.



The Raucous or Ribald Laugh . . . Result of seeing young lady hit in face with a custard pie.



Smile with Freckles . . . Reaction to seeing Ray sock detective in waistcoat with the commonly called "one-two."



The Gurgle-Gurgle . . . Result of seeing restaurant patrons' difficulties when someone throws pepper in electric fan.



The Girlish Giggle. Effect not of hilarity but of glimpsing Ray Milland and Jean in what is known to the trade as a clinch.



The Spinster Smirk . . . Result of Jean and Ray's being drenched when the shower bath unexpectedly turns on!



Middle Western Belly-Laugh. Result of seeing Jean Arthur smash her boss over the head with picture frame.



The Frozen Custard Chuckle . . . Matronly mirth evoked by Edward Arnold's hand to hand struggle with the irate chef.



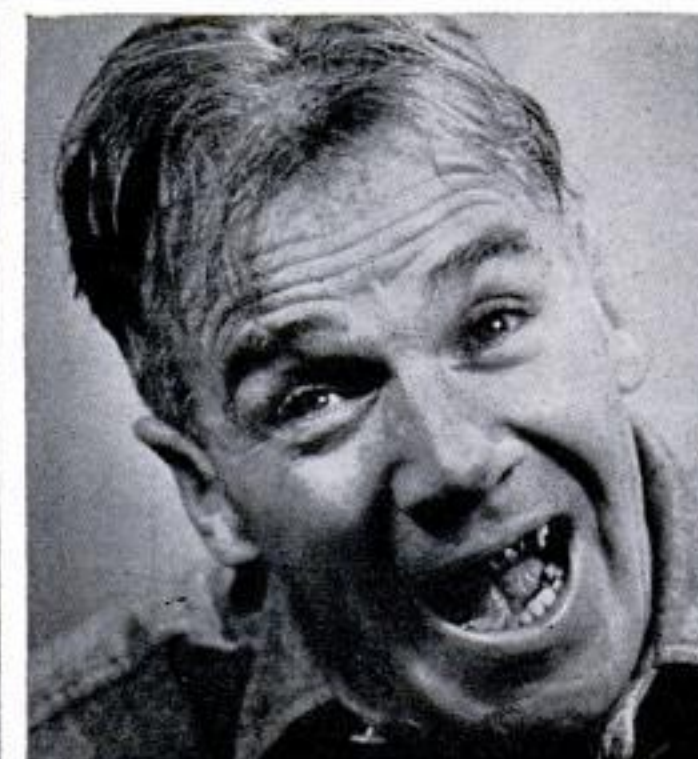
The Professorial Pleased Puss . . . Result of seeing Jean's method of being fired from job.



The New England Nut Cracker . . . Maine and Vermont vote with nation: "Easy Living" is a New Deal in laughter.



The Gleeful Grin . . . Result of seeing Jean make her entrance into the old office in a \$75,000 fur coat.



The Hohokus Holler! . . . Caused by seeing Edward Arnold execute a neat fall down a whole flight of stairs.



Le Rire (Fr. with mustache). Effect of Jean's being biffed on the head with \$75,000 sable coat while riding bus.



The WOW or Basement Bellow! . . . Result of seeing final gag of picture, which hits new all time high in hilarity. First a grin, then a chuckle . . . then "Easy Living" lays you in the aisle with laughter!



The Cheerful Little Tearful . . . Proving people laugh till they cry at picture like "Easy Living."



Broadway Deadpan Smirk. Caused by riot at automat as Ray Milland gets Jean a feed on the house.



Girlish Glee . . . Result of seeing Jean battle to break in, of all things, a pig bank.

FOR "Bon Voyage" GIFTS

(FOR STAY-AT-HOMES, TOO)

these "Stitchless" Billfolds and Buxton Key-Tainers with patented *Locked Loops*



(From topright) In Alligator, \$15; Chameleon Goat, \$3.00; Pin Morocco, \$3.50; (lower left) Mandalay Goat with slide fastener, \$3.00. Other "Stitchless" Billfolds from \$2.00 . . . made from one piece of leather—no stitches to rip or fray!

50¢ Smooth Cowhide Key-Tainer with 2 patented *Locked Loops*.

\$2.00 6-loop Buxton Key-Tainer in board-ed India Goat. Others 50¢ up.

\$2.00 In Mandalay Goat, 8 loops. Smart "cutaway" flap opens with a flick of the thumb . . . holds keys in place, prevents spreading and "dog ears."

\$2.00

Buxton's unique Auto Zip-Tainer, \$2.00. Keeps keys and driving credentials safely together in one compact case. Available in 4- and 6-loop sizes, priced from \$1 to \$5.

LOOPS, not old-style hooks, lock your keys in the Buxton Key-Tainer. Just snap loop on key, slip loop in Key-Tainer and your key is locked. Yet automatic latch releases both loop and key in one motion. (At right) "Leather for the Layman"—Buxton's interesting new booklet designed to help you in the selection of any fine leatherware. Write for free copy. Buxton, Inc., Springfield, Mass.



BUXTON

KEY-TAINERS
BILLFOLDS
POCKET CASES

LETTERS TO THE EDITORS

Vanderbilt in France

Sirs:

LIFE ran a photo of me at the Windsor wedding with a misleading caption. I went to Chateau de Cande at the invitation of Herman L. Rogers for an interview ten days before the wedding. Arriving there, gendarmes had not been notified. They asked me to pull my trailer to the side of the road. A Hearst reporter, who was sore, I guess, that I'd been "invited in," made several foolish threats. Mr. Rogers came out a bit later; sized up the situation; asked me to park the trailer down the road away from press observation, and drive in at 2:30 p. m. (The original appointment had been for 11:30 a. m.) My secretary, Arthur J. Thompson, formerly in the West Virginia legislature, and I drove in then; I was granted a delightful interview in the library of the Chateau.

That's all there is to it. We drove out the main gate afterwards and the French press announced it as it had occurred. It wasn't until I reached home a couple of weeks ago that I heard the other version.

As to the wedding, I never tried to "crash" any gates. I hadn't been invited but I had been ordered by *Liberty* to cover it. There was only one thing to do. Go there and stick around with the bunch. Afterwards some of us got inside the Chateau to have a peek at the newlyweds.

I left there at 4 p. m.; drove 232 miles in 256 min. and just caught the *SS Manhattan*.

CORNELIUS
VANDERBILT JR.

New York, N. Y.

Dust Bowl

Sirs:

Even before the showing of THE MARCH OF TIME, depicting conditions in this section of the country, there has been considerable discussion about the Dust Bowl. Regardless of sentiment, Jack Glenn and Capt. Pryor did a good job and the picture faithfully depicts one aspect of this country. However, there is another side to the story, or rather, several sides.

The Plains country is one of contrasts and contradictions. At the present time, there are flourishing crops within sight of desolate, wind-eroded areas. Floods three weeks ago washed out bridges and damaged homes. Roads were impassable for several days. There have been starving cattle; at the same time, many carloads of fat cattle were being shipped from here, and bringing premium prices on the market.

There are deserted houses filled with sand drifted in through windows and tree-shaded homes nestling in fertile hollows.

W. L. COTTON

Dalhart, Tex.

Sirs:

Having traveled many times across the United States and having seen with my own eyes the refugees from the Dust Bowl section of the Midwest, I wish to compliment you upon the picture on page 65 of the current issue of LIFE. Typically expressive of the dogged determination that has made these great United States the independent, powerful nation that it is, I believe that this pic-

(continued on p. 15)



caught by
Contax

That precious, fleeting expression of a child . . . Contax gets it! No posing, no light preparations. Also stops fastest action at 1/1250 sec. Automatic range-finder focusing ensures "needle-sharp" negatives. See the Contax at your dealer's; also other Zeiss Ikon precision cameras. Write for Literature.

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To satisfy those hearty little appetites



GIVE THEM DELICIOUS, NOURISHING NUCOA ...THE WHOLESOME, NEW-TYPE MARGARINE

PERHAPS you have hesitated in the past to serve your children a margarine as a spread for bread. But how *differently* you will feel when you have tried the new Nucoa!

For Nucoa is a new kind of margarine . . . developed after years of research. A wholesome vegetable margarine, churned in fresh, pasteurized skim milk. It is accepted by the American Medical Association, Council on Foods, and approved by Good Housekeeping Bureau.

New Nucoa, as a spread for bread, helps supply the food energy that active little bodies must have for work

and play. There are 3400 calories in every pound. With milk, vegetables, fruits, cereals, meats or eggs, Nucoa fits ideally into the *balanced diet* every child requires.

HELPS CUT DOWN FOOD BILLS!

This delicious new Nucoa fits into the balanced budget, too. It saves you so much money—yet no food *could* be more pure, more wholesome, of finer quality.

Why not try new Nucoa—today? See how fresh and sweet it is—always the same high quality, month in, month out. See how delicious it is on breads . . . what

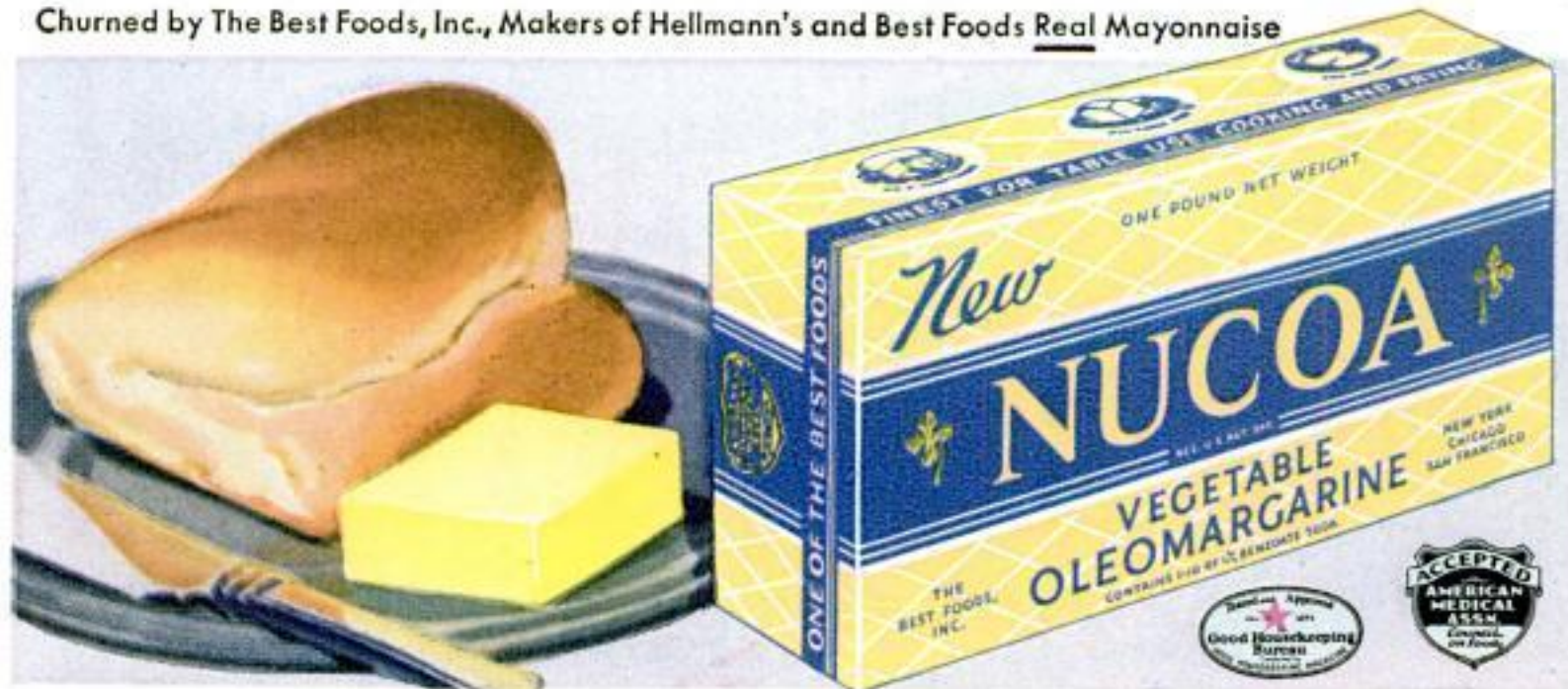
rich, luxurious cakes it makes . . . how it enriches hot vegetables with its creamy goodness.

Of course, Nucoa—the wholesome new margarine—costs slightly more than ordinary margarines . . . yet it saves you money on every pound over the most commonly used spread for bread. Nucoa brings you a quality spread that helps cut down your food bills. Why not try a pound today?

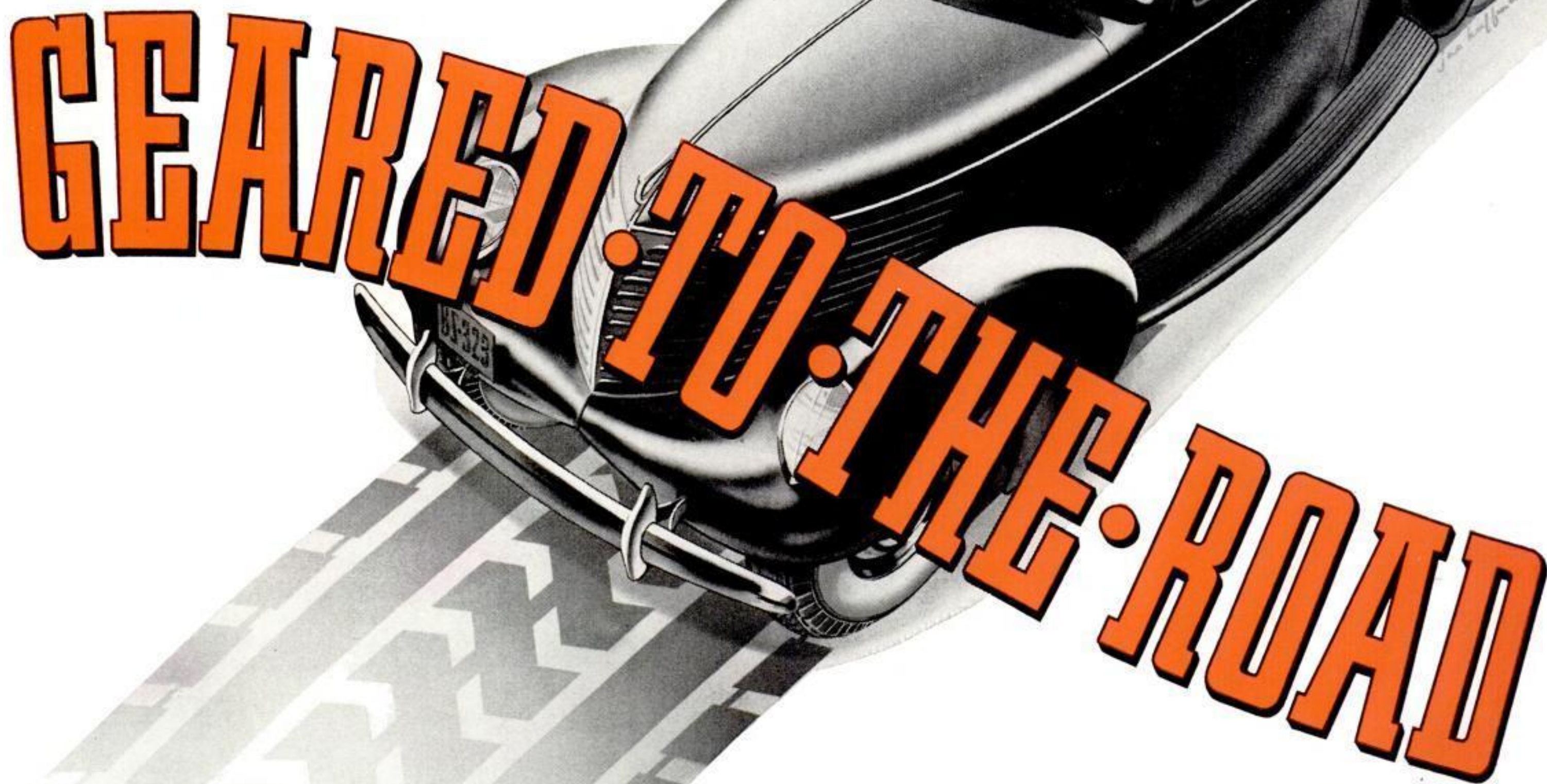
Nucoa comes to you a natural, creamy-white color. For table use it can easily be tinted a tempting golden-yellow. Just blend in the color wafer that comes with every package.

Churned by The Best Foods, Inc., Makers of Hellmann's and Best Foods Real Mayonnaise

**SAVES YOU MONEY
ON EVERY POUND**



*The wholesome
"thrift spread" for bread*



GEARED TO THE ROAD

MEANS *Extra* DRIVING SAFETY!

The most powerful engine, and the surest brakes, both have to do their work through your tires.

That's why thoughtful car owners for years have relied on Miller Deluxe Geared-to-the-Road Tires, for sure and safe stopping.

The tread of this famous tire — proved throughout a generation of experience — holds the road with a cogwheel grip that protects you against skidding in any direction. Rubber that is specially compounded for extra life and

toughness assures long safe mileage.

And the part of the tire that you don't see — the inside — is just as fine as the tread itself. Extra strength is there when you need it — extra protection against the danger of blowouts — extra quality without extra cost.

Let the Miller Dealer show you these dependable and economical tires — priced to fit modern ideas of thrift — designed to meet the exacting needs of today's high speed traffic.

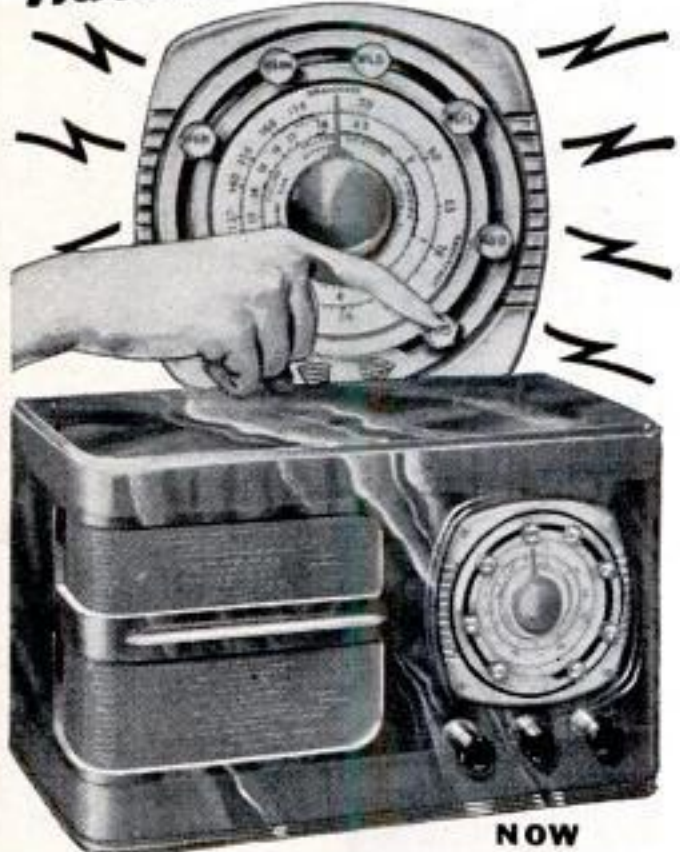
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The hangers in the
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LETTERS TO THE EDITORS

(continued)

ture should be adopted and broad-
cast over the entire world un-
der the title of: "AMERICAN
PIONEER, U. S. A., 1937."

I lived for many years in the
city of Los Angeles, Calif. and
throughout Southern California
has come and settled this hardy,
fighting, pioneer stock that has
made the great State of California
one of the wealthiest, most pro-
gressive and wholly "American"
of the entire forty-eight.

RICHARD H. KEECH
Cincinnati, Ohio.

Sirs:

The grim oldtimer gazing out
from page 65 of the June 21 issue
will, no doubt, get the proper
reaction from most of his viewers.
But, LIFE, how about sending a
photographer around to the var-
ious communities here in the
Promised Land and get the other
angle of it? Send him into the
slum-shack towns, the lengthen-
ing county relief lines, schools
suddenly swamped with nonde-
script transients and have him
show how we in California are
being swamped by Eastern refuse.
We are getting the down & out,
poor white trash and there is noth-
ing heroic about it. "Oklahoman"
is a fighting word out here now.

JOHN COULTHARD
Modesto, Calif.

"Beloved Teckel"

Sirs:

Many thanks for your hand-
some contribution to the interests
of the world's grandest breed of
dog (June 14). This isn't the first
time, either, that LIFE has given
our beloved "Teckel" a recog-
nizing gesture; as witness recent
pictures of: (1) the parachute
gazer; (2) the pursued by an
ibis; (3) home life of the Tones;
(4) others that I don't call to
mind immediately.

LIFE does well to pay atten-
tion's tribute to our peerless little
hunter—jackpudding in the nur-
sery, gentleman in the drawing
room, and terrible in the bush!

ROBERTA WOODSON,
President

The Dachshund Club of St. Louis
St. Louis, Mo.

U. S. Senator

Sirs:

The front cover picture of your
June 14 issue is entitled: "A United
States Senator." Why the devil
didn't you add another line:
"God Save the United States?"

ALFRED SIRON
Coconut Grove, Fla.

Bicycle Exchange

Sirs:

May we register our first official
complaint for not having been
included in LIFE's Bicycle Train
Party (June 14).

For your information, we list
our accomplishment and hope you
will decide that we merit recog-
nition: The Bicycle Exchange sup-
plies the New Haven R. R. with
all cycles used on the Bike Train.
Two hundred cycles are carted
each Saturday night from Cam-
bridge (where we maintain over
400 cycles in rental) to New York
City and back to Cambridge each
Monday morning.

BEN OLKEN
The Bicycle Exchange
Cambridge, Mass.

WHY DID HE CALL ME "A COLD WEATHER GIRL"?



I HEARD JACK SAY I WAS A
"COLD WEATHER GIRL" AND NO
GOOD ON SUMMER PARTIES

I'M SORRY HE HURT YOU, ALICE—
BUT YOU SHOULD BE MORE
CAREFUL IN HOT
WEATHER

I AM CAREFUL! I BATHE
EVERY SINGLE DAY

BUT ARE YOU USING
LIFEBUOY? WE ALL NEED ITS
VERY SPECIAL PROTECTION
IN HOT WEATHER



LIFEBUOY CONTAINS A
SPECIAL PURIFYING
INGREDIENT NOT IN
OTHER WELL-KNOWN
TOILET SOAPS

IF IT REALLY
STOPS "BO." JANE,
I'LL TRY IT

LATER Alice is a regular Lifebuoy user

HOW DO YOU KEEP
SO FRESH AND DAINY
IN ALL THIS HEAT?

CROSS MY HEART—
JUST REGULAR
LIFEBUOY BATHS

AND YOUR SKIN'S
SMOOTH AS CREAM

THAT COMES FROM
USING LIFEBUOY, TOO!

LIFEBUOY freshens, clears, helps condition dull, tired
skin . . . And it really flatters skin already lovely
. . . For Lifebuoy is more than 20% milder by test
than many so-called "beauty" and "baby soaps."

Do you know that more American women—men
and children, too—use Lifebuoy for the bath than
any other soap? It's a fact—revealed when 8 leading
magazines questioned 120,000 women!



Approved by
Good Housekeeping Bureau

WHO ELSE WANTS CLEANER, EASIER SHAVES?



SHAVING USED
TO BE JUST A
BIG HEADACHE
TO ME...

UNTIL A FRIEND PUT
ME ON TO
LIFEBUOY SHAVING
CREAM AND ITS
MILD, EXTRA-MOIST
LATHER

NOW I GET
CLEAN, SMOOTH,
EASY SHAVES
EVERY DAY IN
THE WEEK

Try it . . . Send for FREE Trial Tube

Bad news for tough whiskers, good news for
tender skins! Lifebuoy lather holds 52% more
moisture than ordinary lather—soaks beards soft—
so they come off clean and easy. Lifebuoy "tops"
other leading shaving soaps for mildness, too—
soothes tender skin. For cleaner, easier shaves,
get Lifebuoy at your druggist's today. Or write
Lever Brothers Co., Dept. A-247, Cambridge, Mass.
for a Free 12-day tube. (Offer good only in U. S.
and Canada.)

120 TO 150 SHAVES
IN THE BIG
FULL-SIZED TUBE



"It's my Business to look Beautiful—

that's why I changed to
LISTERINE
TOOTH PASTE"

SO says Shirley Kilduff, newest of the glamour girls who make big money posing for photographs in New York studios.

Like other famous models who "live by their smiles," Miss Kilduff has discovered Listerine Tooth Paste gives teeth the amazing brilliance and allure the merciless camera demands. Dainty in character, gentle in action, and safety itself, Listerine Tooth Paste definitely deserves to be called the Beauty Bath for Teeth.

Why not try Listerine Tooth Paste, yourself. Let it prove to you what it will do for your teeth. In two economical sizes—regular 25¢ and double size 40¢.

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MAMMY!
HAS THIS SHAVING CREAM
GOT WHAT IT TAKES!

WE said we could bring out a better shaving cream for a quarter than some people do for 35¢—and, by golly, we've done it!

At least a million men have changed to Listerine Shaving Cream for keeps. And for one reason only: Listerine Shaving Cream gives the closest, cleanest, coolest shave they have ever known. Absolutely free from pain, irritation, rawness or burning.

Whether your skin is oily or dry, your beard wiry or thin, Listerine Shaving Cream will give you a delightful shave that you'll welcome—every day. It combines a healing, soothing lotion with its cool, abundant lather which wilts the beard in seconds.

And man, what economy; 104 shaves for 25¢; enough for 3 months. Buy a tube today and see how it lives up to the claims we make for it, or send 10¢ and we will mail you free and post paid a 20-shave trial tube together with a genuine porcelain razor blade container. Address Dept. T, Lambert Pharmacal Co., St. Louis, Mo.

104
COOL
SHAVES
FOR 25¢



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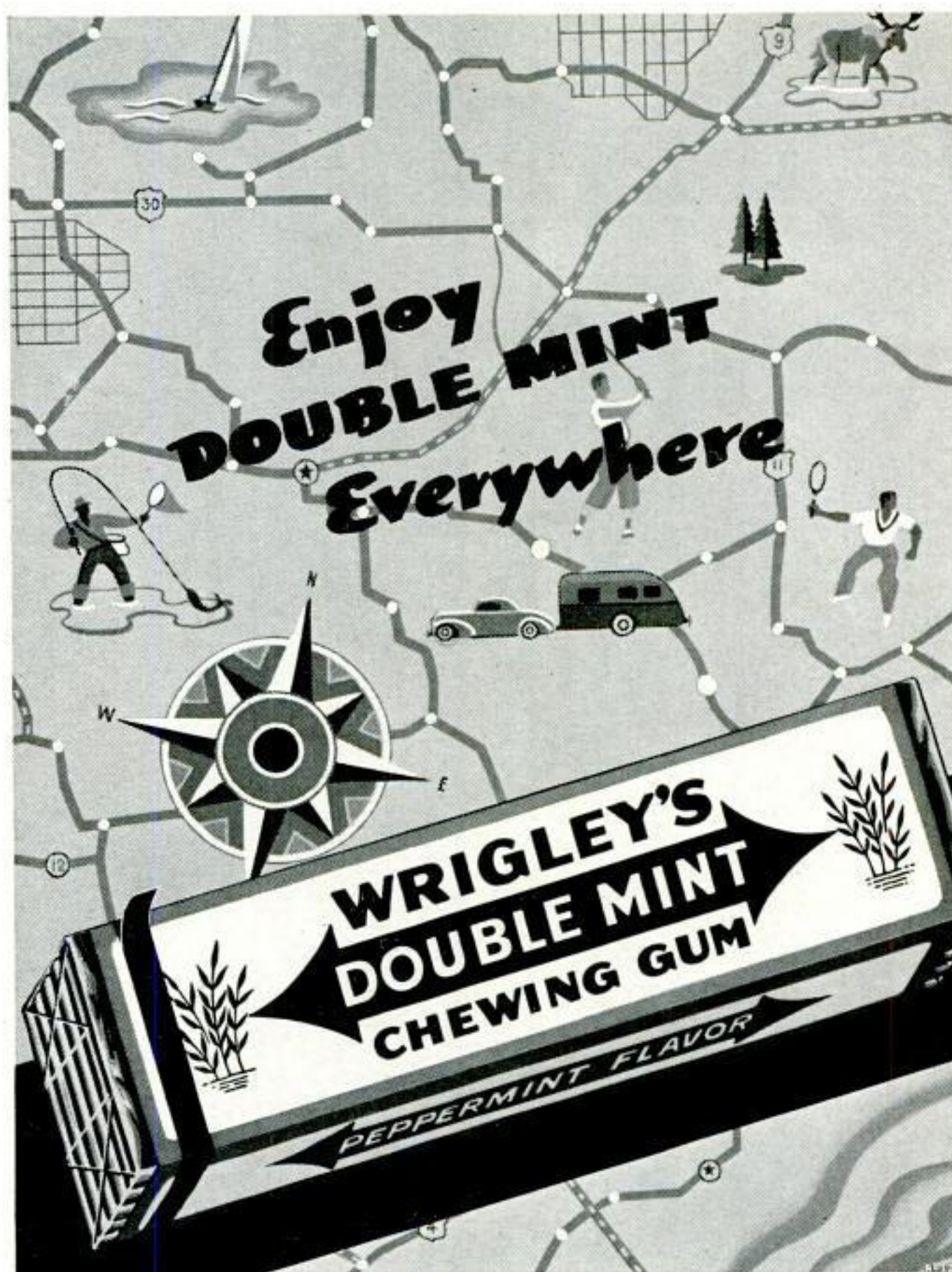
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A 90 PROOF whiskey with the Mark of Merit. Made in the Bluegrass Country by master Kentucky distillers the good old Kentucky way.

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SCHENLEY'S



*Cream of
Kentucky*
KENTUCKY STRAIGHT BOURBON WHISKEY

*Broiling Sun and a soaking shower
can leave your hair lifeless!*



HOWEVER good for your muscles and morale, five sets of tennis, hard-fought in the summer sun, give your hair a pretty tough mauling, baking it and robbing it of oil.

And then, drenching it, as you do, in the shower or the pool, you complete the process yourself—and your hair at the end of tennis and a shower is limp and lifeless.

But that's where Vitalis and the "60-Second Workout" step in to aid and help you. Apply Vitalis to the scalp with a brisk massage. Feel the fine tingle as Vitalis gets in its good work and its pure vegetable oils come to the rescue of your oil-depleted hair. Scalp circulation is roused—your sun-parched scalp "comes to life"—your hair takes on a rich, lustrous look. 50 seconds to rub—10 seconds to comb and brush—that's the "60-Second Workout."

Now see how easy it is to comb and brush, how smoothly it sits, every hair proudly in place—a real asset to your appearance—without a trace of

Protect yours with
VITALIS
and the "60-Second Workout"



1 50 SECONDS TO RUB—Circulation quickens—flow of necessary oil is increased—hair has a chance!



2 10 SECONDS TO COMB AND BRUSH—Your hair has a lustre—no objectionable "patent-leather" look.

that very objectionable "patent-leather" look.

So, go out and play your tennis in the broiling sun, get in your 36 holes of golf. Cool off in pool or swim in the ocean but protect and enhance the good looks of your hair with Vitalis and the "60-Second Workout."



WARNING—For your protection in the barber shop genuine Vitalis now comes only in the new, sanitary Seal-tubes—sold by barbers who display this seal. Insist on Seal-tubes!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME



ROBERT CAPA'S CAMERA CATCHES A SPANISH SOLDIER THE INSTANT HE IS DROPPED BY A BULLET THROUGH THE HEAD IN FRONT OF CORDOBA

DEATH IN SPAIN: THE CIVIL WAR HAS TAKEN 500,000 LIVES IN ONE YEAR

On July 17 the Spanish Civil War will be one year old. In that time it has brought Death to 500,000 Spaniards, has shattered such ancient cities as Madrid, Toledo, Bilbao, Irun and Durango, has kept Europe in a state of jitters.

When the war started, most U. S. citizens looked on the Loyalists as a half-crazy, irresponsible, murderous scum that had turned on its honorable betters. A year of war has taught the U. S. more of Spain.

The ruling classes of Spain were probably the world's worst bosses—irresponsible, arrogant, vain, ignorant, shiftless and incompetent. Some 20,000 landlords owned 50% of the land. They did not give their field hands modern machinery or their land modern irrigation. They refused to rent unused land to landless peasants for fear of giving the peasants dangerous ideas of ownership. The land was only about 25% efficient and much of it was idle. And Spain's mineral resources, among the greatest in Europe, lay almost entirely unexploited. The aristocracy of Spain was still living on the interest on wealth brought home from the Americas by the gold fleets in the 16th Century.

To the 20,000 landlords, add 21,000 Army officers, more than twice the total of British Army officers. There was one officer for every six privates, one general for every 150 men. For every \$3 spent on soldiers' pay, food, barracks, ammunition, officers got \$10 in pay—25% of the national budget. The national law made officers semisacred. Just for pushing a policeman of the swank Civil Guard, six Americans got six months in jail in 1935.

Add to the 41,000 landlords and officers, 100,000 clergy, the most top-heavy Church hierarchy in the world, next to Tibet. These also were paid by the State. The Church, with its enormous wealth, naturally took a capitalist's position. It was up to its neck in politics. Peasants were told that to vote against the Conservatives was usually a mortal sin. The Church was in charge of Spanish education. Result: the Spanish people were 45% illiterate. The reason for the civil war was simply that the people of Spain had fired their bosses for flagrant incompetence and the bosses had refused to be fired.

For a new movie of the Spanish war from the Government side, turn page.

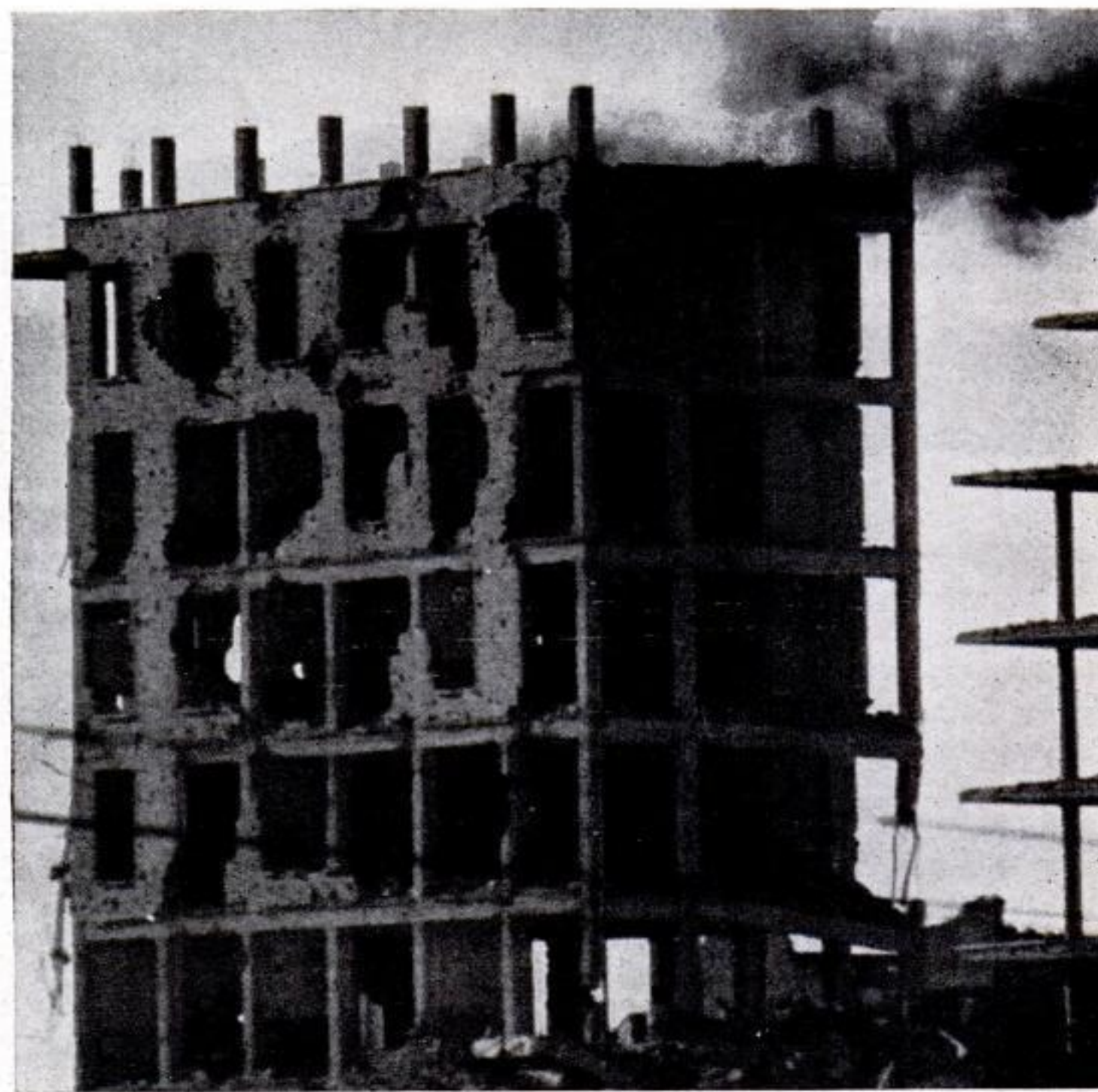
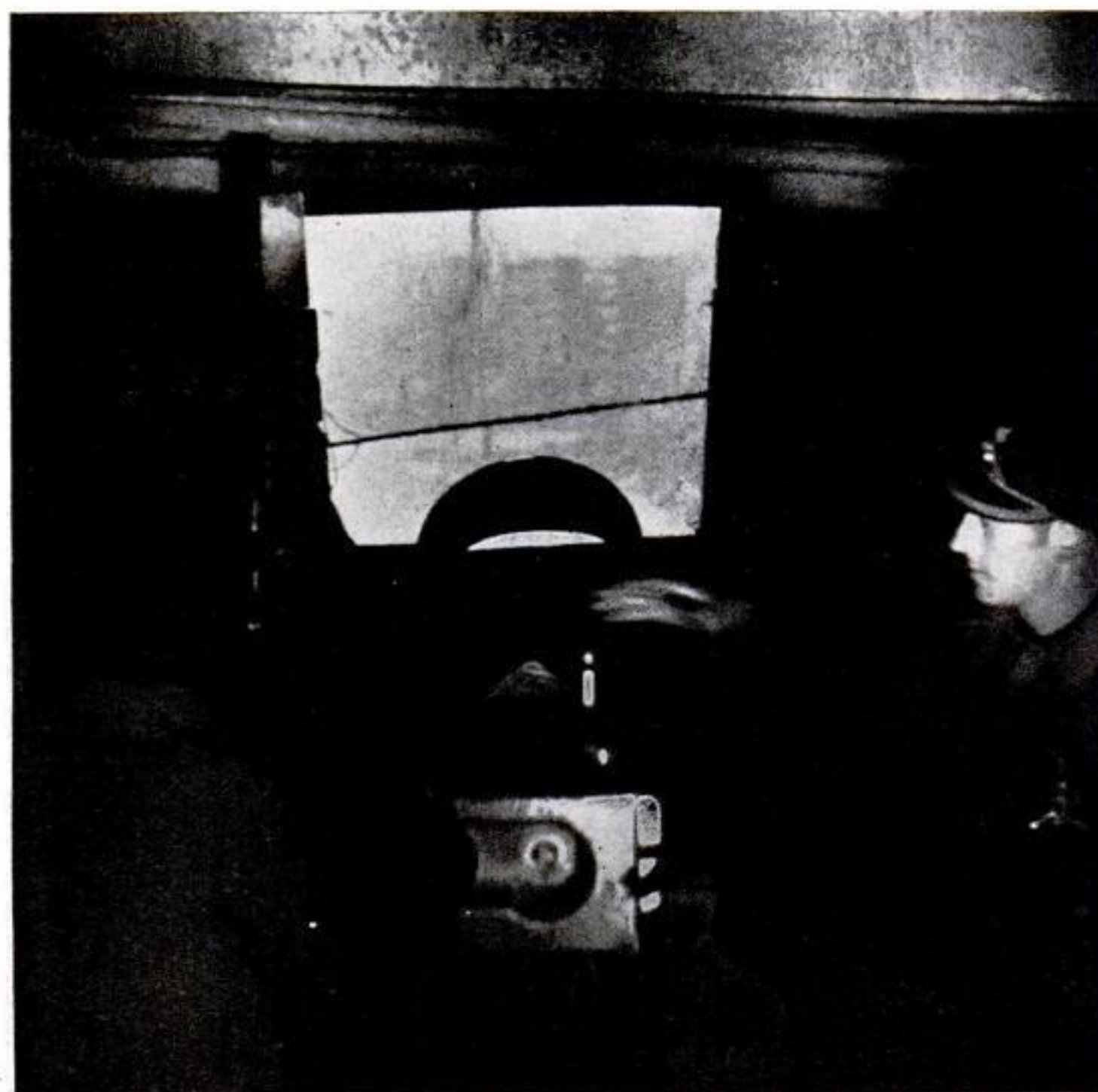
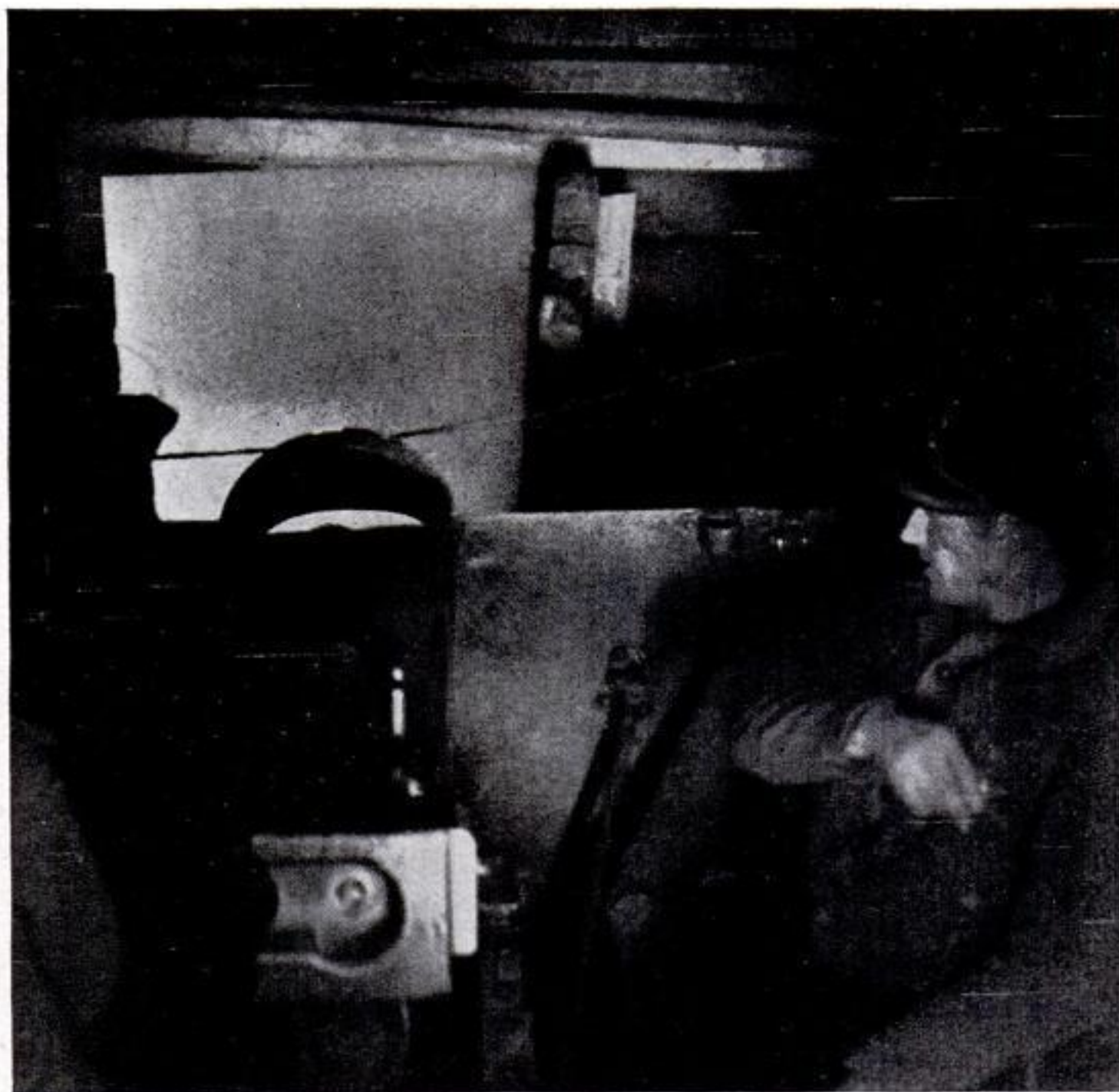
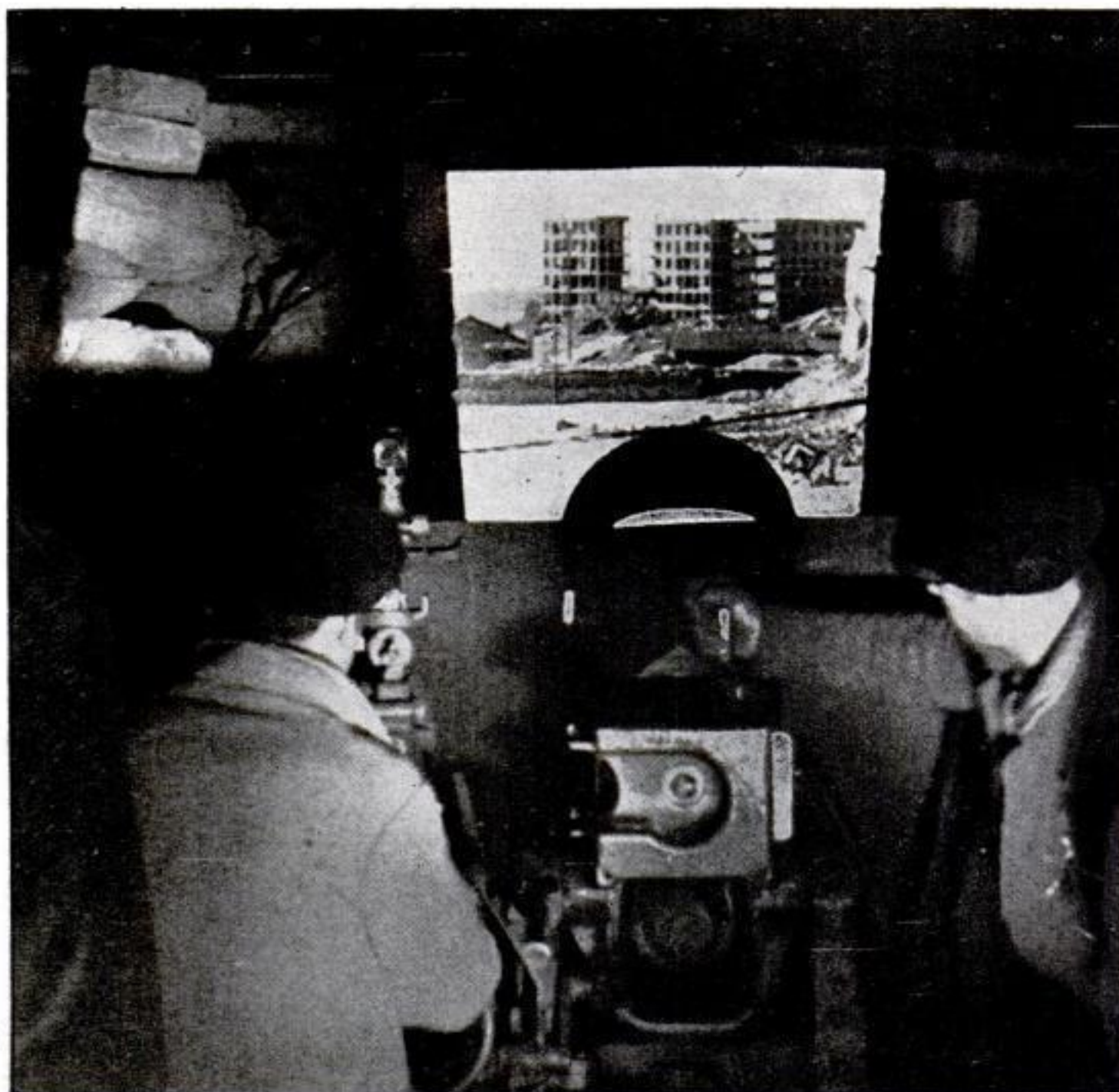
THE WAR IN SPAIN MAKES A MOVIE WITH CAPTIONS BY ERNEST HEMINGWAY

The war in Spain has produced few good pictures. Many a cameraman has risked his life for action shots only to have them seized by the military. Both sides have released propaganda pictures of buildings destroyed and civilians killed by the enemy, withheld anything that might give aid and comfort to the other side. Practically the first worthwhile picture coverage of the war is the movie, *The Spanish Earth*, from which are taken the pictures on this and following pages.

Subsidized by U. S. Writers John Dos Passos and Archibald MacLeish, able Dutchmen Joris Ivens and John Ferno followed close in the tracks of Loyalist shock troops. Their film

is inevitably pro-Loyalist. It will be released after July 12 in the U. S. with a running commentary written by Ernest Hemingway, novelist and amateur of war. For LIFE, Mr. Hemingway has written captions for the pictures on these four pages.

Mr. Hemingway first made his great reputation with *The Sun Also Rises*, a gloomy tale of American expatriates in Spain. Its Spaniards are probably now all on the Rebel side. But since then Mr. Hemingway's delight in splendid Spanish poseurs has given way to a humanitarian sympathy for the rising Spanish masses. His book, *Death in the Afternoon*, published long before the war began was about Spanish bullfighting.



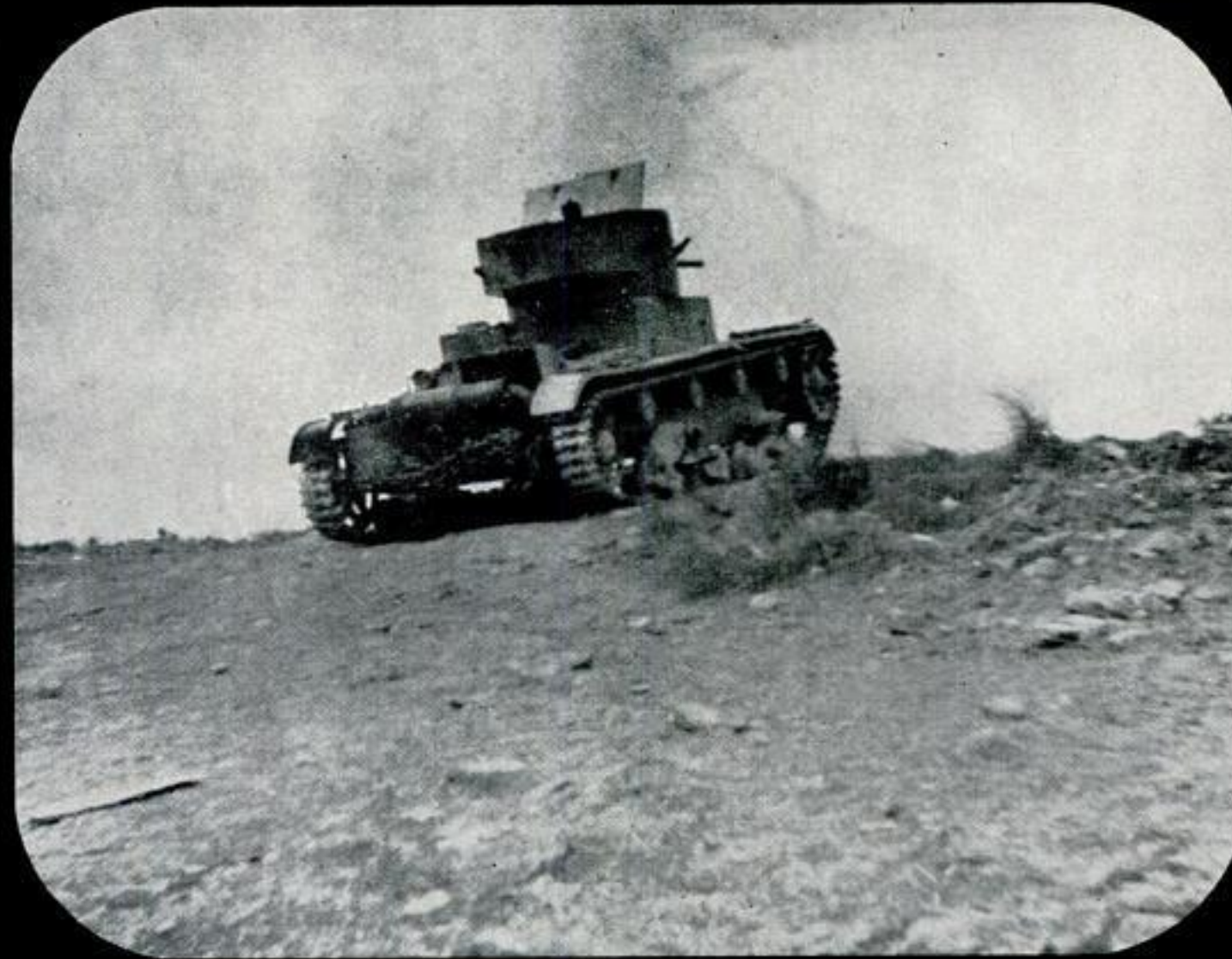
"A direct hit on the clinical hospital in University City northwest of Madrid where, after three months of fighting from building to building, floor to floor and room to

room, there are still some 2,000 Moors and Civil Guards holding out in the almost encircled salient." (The man at the right is closing the breechblock, the man at left

pulling the firing-pin cord. The smoke fills the window in the steel wall for a moment and then the building at the left is seen, by telescopic lens, to have been hit.—ED.)



"WE WENT WITH THE TANKS IN THIS ATTACK, FALLING FLAT AS A SHELL BURST, THE METAL ZIFFING AND THE DIRT CLODS LOBBING OVER."



"THEY CAME GRINDING AND CLANKING, SUDDENLY TO RISE LIKE SHIPS ON A WAVE, HANGING A MOMENT IN MECHANICAL BALANCE ON THE RIDGE."



"THEY GO FORWARD IN THE ULTIMATE LONELINESS OF WHAT IS KNOWN AS CONTACT." (INFANTRY FIGHTING FOR THE MADRID-VALENCIA ROAD.—ED.)



"THE CLOSE ONES HAVE A ZIPPING WHISPER AND THE REALLY CLOSE ONES CRACK." (REBELS ON HILLS, LOYALISTS ADVANCING TO RIGHT.—ED.)

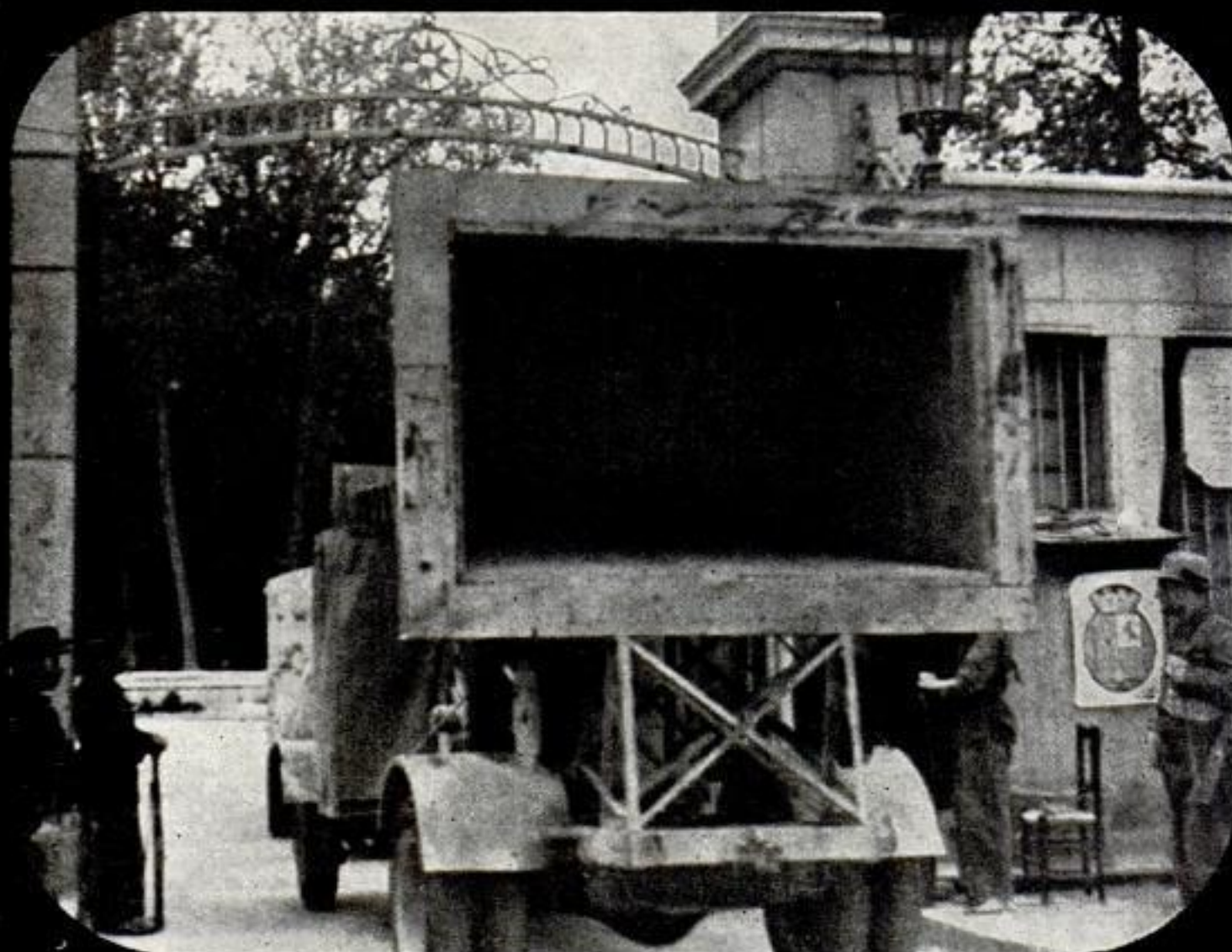


"SOMETIMES ONE PITCHES FORWARD ON HIS OWN LOADED STRETCHER." (AT BRIHUEGA, WHERE THE LOYALISTS ROUTED THE ITALIAN DIVISIONS.—ED.)



"THE COUNTERATTACK HAS BEEN SUCCESSFUL." (DEAD ITALIANS LYING IN BRUSH AFTER THE ITALIAN DEFEAT AT BRIHUEGA IN MARCH.—ED.)

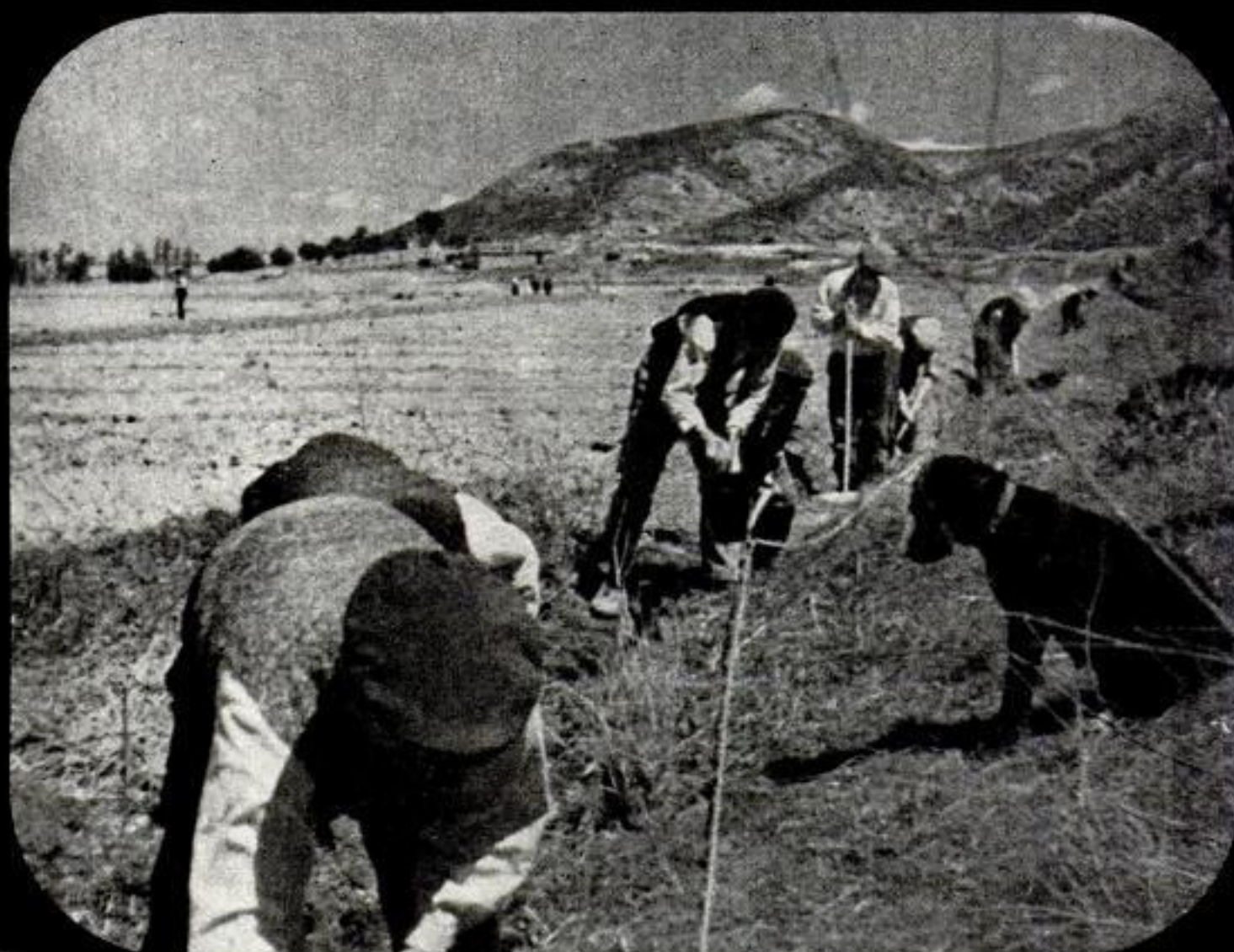
CONTINUED ON NEXT PAGE



"THE LOUD-SPEAKER OPENS THE PROGRAM WITH THE REPUBLICAN NATIONAL ANTHEM, GREETED WITH SHOTS FROM REBELS, FOLLOWED BY DANCE MUSIC."



"THEN COMES A SPEECH. IF THIS IS LISTENED TO IN SILENCE BY THE REBELS THERE WILL PROBABLY BE MORE DESERTIONS THAT NIGHT."



"THE VILLAGERS OF FUENTEDUENA ON THE MAIN MADRID-VALENCIA HIGHWAY IRRIGATE THEIR LANDS TO GROW FOOD & WINE FOR THE SOLDIERS."



(GRAPE PLANTING AT FUENTEDUENA. PEASANTS SCRATCH OUT IRRIGATION DITCHES THAT THEIR FUGITIVE LANDLORDS HAD FAILED TO PROVIDE.—ED.)



"THIS IS A MAN WHO HAD NOTHING TO DO WITH THE WAR—A BOOK-KEEPER ON HIS WAY TO HIS OFFICE AT EIGHT O'CLOCK IN THE MORNING."



"THE FAMILY IS DEAD. HIGH IN THE SKY AND SHINING SILVER, DEATH CAME TO ALL WHO HAD NO PLACE TO RUN, NO PLACE TO HIDE."



"AFTER THE SHELLING BOYS HUNT IN THE RUBBLE FOR JAGGED METAL OR STEEL FRAGMENTS AND SO THE NEXT SHELL . . ."

" . . . FINDS THEM. THE GERMAN ARTILLERY HAS INCREASED THEIR ALLOWANCE PER BATTERY TODAY."



CONTINUED ON NEXT PAGE



1 Elections in February, 1936 overthrew the Rightist Government and gave Popular Front control of the Cortes (*above, with electors*). Canny Republican Premier Azaña, scenting trouble, had himself elected to the nonpartisan safety of the presidency.



3 Between the February elections and the outbreak of war in July, there were 430 political murders of both Rights and Lefts. Last was that of the Monarchist leader, José Calvo Sotelo, brutally beaten, stabbed, shot and thrown into the street (*above*).



2 On a wild rumor that nuns had given poisoned candy to Leftist children, a mob in March gutted Madrid's Church of St. Ignacio (*above*). Total church burnings in 1936 before war broke out: 170 destroyed, 251 partly destroyed. Many a priest was lynched.



4 On July 14, three days before the rebellion, Calvo Sotelo's Fascist friends followed his body to the cemetery (*above*). They were barred at the cemetery gates by Assault Guards. When they cried the Fascist slogan, "Up Spain," Guardsmen fired, killed two.

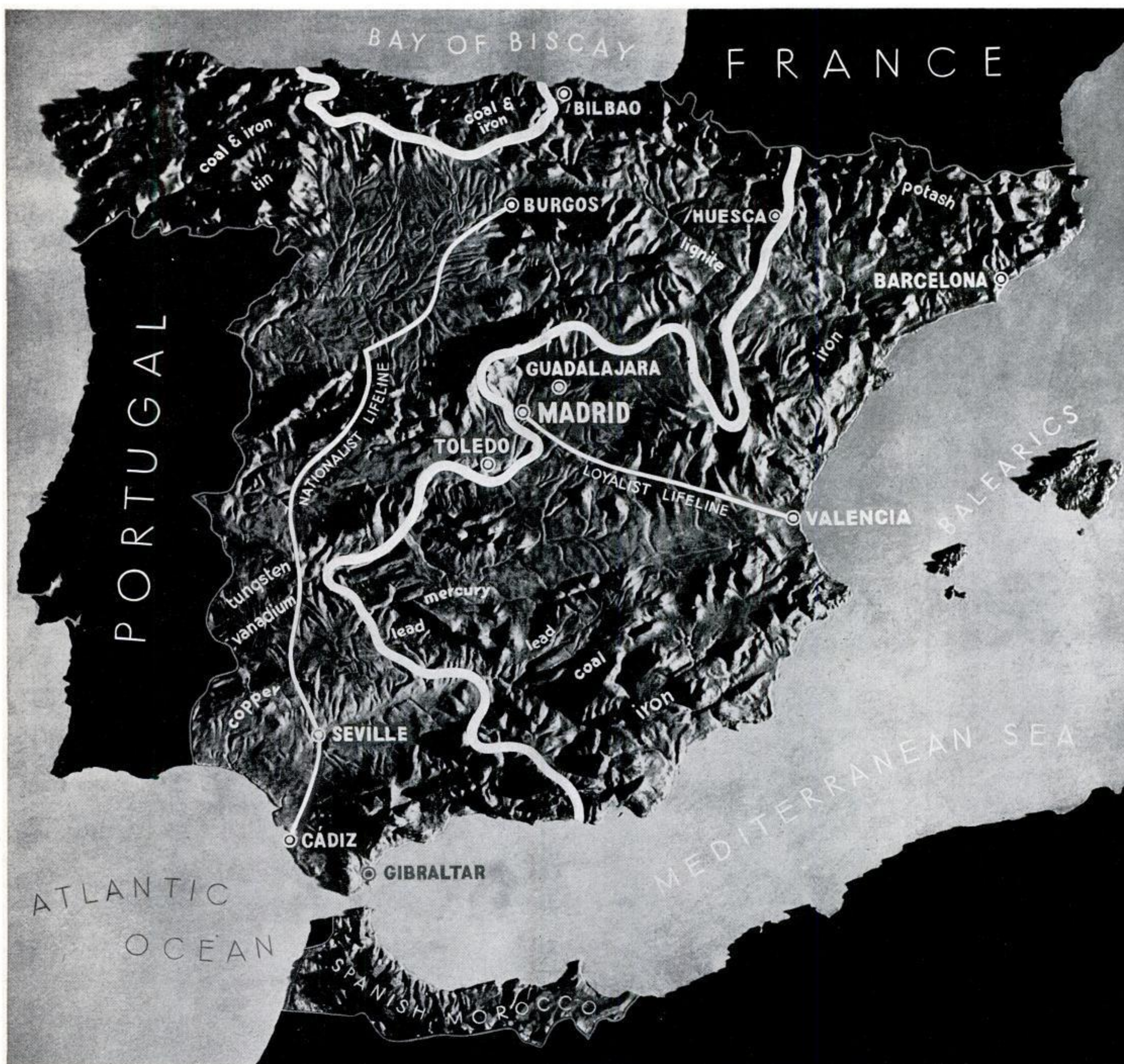
How it all started in July, 1936

Almost forgotten today are the events that marched Spain inexorably into civil war. In 1931 a "bloodless revolution" exiled King Alfonso XIII and brought to power a moderate government of middle-class intellectuals. Their painfully slow reforms were ended and wiped out in 1933, when Spanish women in their first election, voted in a reactionary Government. Two years of too-familiar tyranny were enough to sweep another Leftist Government into power in the February, 1936 elections.

This Government, however, was afraid of its own shadow and more than half-resigned to the prospect of a civil war. A fact it was that Rightist gunmen started a peacetime reign of Terror. But Leftist gunmen, more than tacitly protected by the Government, replied with Terror. In six months, the incredible total of 430 men were assassinated. More than half were Rightists. The Government jailed thousands of Rightists on suspicion, managed to convict a few. But it frankly did not attempt to punish its own partisans, did not prosecute leaders of mobs who burned churches, monasteries and convents. In a strict sense the Rightists had every reason to feel that the Government was a party to a conspiracy to murder them. Whatever the weakness of their case, they had been brought to a feeling of desperate rage against the legal Government of Spain by July, 1936. Into this state of undeclared civil war exploded the open rebellion of the armed forces of Spain on July 17, 1936.

5 On July 17, Legionnaires in Morocco broke ranks and beat up a group of Socialists. On July 20, the Rebel leader General Sanjurjo died in an airplane crash. On July 17, his understudy, General Franco, flew from the Canaries to Morocco and so to Seville. At right is the first picture of him (*on left*) with his pilot after landing.





THE SPANISH EARTH IS WORTH A FIGHT

and the world's industrialists know it

The face of Spain, as shown in the relief map above, is wrinkled with mountains. Farms cover the plateaus and river valleys but the bumps shown above conceal some of Europe's richest assets. In the southwest are the rich British copper mines of Rio Tinto (now Rebel). South of Toledo are the Almaden mercury mines (now Loyalist), rich enough to smash the Italian mercury cartel. Nearby are the great lead mines of Peñarroya (also Loyalist). West of Huesca in the north are the lignite deposits of Aragon (now Rebel), some 20,000,000 tons, good for synthetic motor fuel. Near the Portuguese border are fine vanadium and tungsten deposits and in the northwest, tin (both Rebel). On the French border is potash (still Loyalist). But, for those who believe in the economic explanation of history, iron is Spain's chief contribution to international politics. Neither Germany nor Italy has enough iron. And Spain's bumps conceal it richly along the entire northern coast. This is where the Rebels are now mopping

up. But even when the Rebels have conquered all the north country, the Loyalist Government will still have the abundant iron deposits in the hills behind the southeastern coast and north of Valencia.

All this is not to mention the large coal deposits in the northwest, southeast, around Madrid and around Barcelona, or the iron, lead and manganese in Spanish Morocco. Elsewhere are zinc, silver, molybdenum, salt, sulphur, pyrites and graphite. From this incredibly rich grab bag, Germany has already yanked, since the Civil War began, several hundred thousand tons of much-needed Moroccan iron ore in exchange for her Class B planes and guns. Behind the scenes not only Italian and German businessmen but also Frenchmen and Englishmen, are busy intriguing with their own Governments and often with both sides in the Spanish Civil War, for a grab in this big bag.

Across this Spanish earth the fortunes of war have favored the Rebels so far. Their great victories have been at Toledo and Bilbao, their great defeats at Madrid and Guadalajara. If they can destroy the Basque and Asturian armies in the north, they can concentrate on Madrid and on breaking its life line to the coast. The Nationalist life line, apparently much more vulnerable, actually is supported and crisscrossed by a dozen alternate life lines leading into pro-Rebel Portugal. Quarreling Barcelona is currently promising to make its first military contribution to the War with an attack on Huesca.

LIFE ON THE AMERICAN NEWSFRONT: FORT DU PONT PROVIDES 350 WEDDING TROOPS



Mrs. Franklin D. Roosevelt Jr. looked slim in her gown of tulle over white crepe, with its ten-foot tulle train.

She wore a girdle of wax orange blossoms and carried a prayer book with butterfly orchids and lilies of the valley.

A handful of police is the usual complement of a smart, well-publicized Manhattan wedding. When Ethel du Pont married Franklin D. Roosevelt Jr. on June 30 no less than 350 soldiers, some 60 State policemen and U. S. Secret Service men were on hand near Greenville, Delaware. Primarily there to guard the groom's father, the President of the U. S., this force spread itself between Christ Protestant Episcopal Church where the wedding took place and Owls Nest, the Eugene du Pont home four miles away. Recruited from the First Regiment of Engineers at Delaware's Fort Du Pont, the soldiers pitched camp on the grounds of Owls Nest. They patrolled all highways leading to the estate and turned away uninvited guests by the hundreds. All together 1,300 guests attended the reception, of whom 340 had previously crowded into little Christ Church, a quaint stone building erected by the Du Pont family 78 years ago. Soldiers and police stopped every reception-bound car, already slowed to a crawl by a heavy rainstorm, and asked every guest to show his special pass. When the President left at 11:30 p.m., having outstayed bride and groom by an hour and a half, their job was well finished.



Crossroad signs directed guests to wedding and reception. A spelling error: Owls Nest should have no apostrophe.



Army trucks brought 350 soldiers from Fort Du Pont to the Du Pont place where they bivouacked. They helped check up on guests, prevented cranks from molesting the groom's father.



Interested spectators were these local women who sat on a bridge railing about a quarter-mile from Christ Church, carefully counted the bridesmaids as they were driven by.

LIFE ON THE AMERICAN NEWSFRONT: A JOHNSTOWN WORKER IGNORES CRIES OF "SCAB"



Running a gantlet of strikers and their jeering wives, this uncomfortable steelworker marches back to his job in Bethlehem Steel's Cambria plant at Johnstown, Pa. He

tries to close his ears against the cries of "Scab" from the angry little housewife tagging after him. Dynamited water mains partly closed the Cambria plant but in all striking

steel towns, men were going back to work, protected by troops. At Inland Steel, an agreement was signed which gave the union the right to bargain for its members.

THE WHITE HOUSE PUNISHES PICTURE AGENCIES FOR THESE SCOOPS



Congressmen with cameras took these pictures of President Roosevelt at Jefferson Islands Democratic "love feast." News cameras were barred. Above: Democrat greets chief.



Scoops, the pictures were acquired and distributed by Associated Press (above and left) and Acme (right). Standing above: Representatives Hill, Nichols, Secretary McIntyre.



The President's secretariat (i.e. Steve Early) ordered both A.P. and Acme barred from Hyde Park as punishment. After two days, the White House relented, lifted its ban.

PANTRYMAID UNCOVERS THE MURDERER OF THE GEDEONS



Henrietta Koscianski, pantrymaid in Cleveland's Statler Hotel, posed for this sketch, twitted the dishwasher who drew it for resembling Robert Irwin, wanted for murder.



The dishwasher really was Irwin, who fled to Chicago, sold his confession to the *Herald & Examiner*, which headlined its scoop before turning Irwin (above) over to the police.

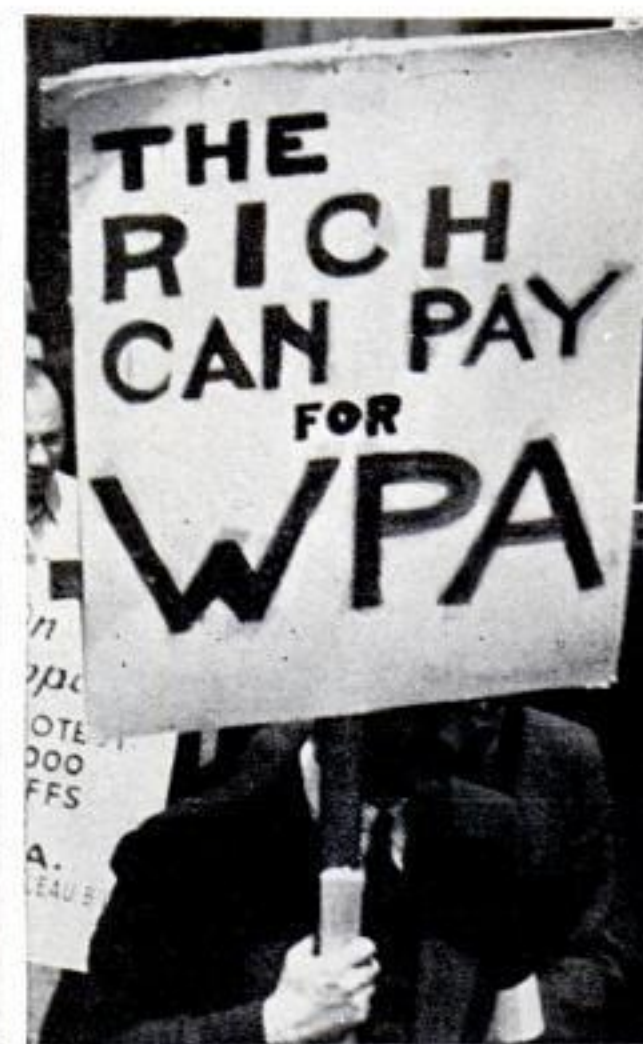


"Crazy as a bedbug" was description of Irwin by Samuel Leibowitz (above, right), who will defend him on charges of murdering Model Veronica Gedeon, mother, and the lodger.

LIFE ON THE AMERICAN NEWSFRONT: WPA CUTS BRING STRIKES, RIOTS, PROTEST PARADES

Relief jobs now viewed as careers

To support and give jobs to the unemployed (exclusive of CCC, subsistence homesteads, etc.) the U. S. Government has spent some \$7,000,000,000 since the spring of 1933, \$1,800,000,000 of it in the fiscal year which ended June 30. Over the protests of hardheaded Congressmen who felt that the time had come to stop such prodigious spending, President Roosevelt and Relief Administrator Harry Hopkins secured for the new fiscal year an appropriation of \$1,500,000,000. Even that much meant that Administrator Hopkins faced the hard task of lopping 315,000 persons off relief rolls, getting them down to 1,600,000 by July 15. The cuts fell hardest on artists and white-collar workers, chiefly in New York City where 11,800 WPAers were let out June 30. The result, which you see on these pages, was a fresh burst of angry parades, strikes, coercion and riots for bigger and better Relief.



Signs carried by the paraders above, demanding Vacations With Pay and Sick Leave With Pay, indicate that to many

a WPA worker a Relief job has ceased to be a stopgap and become a career, to be planned and enjoyed like any other.



The Workers Alliance, a radical union of unemployed which claims 100,000 members, sent marchers in barrels to picket New York's WPA headquarters in a demand for more jobs.



A hunger strike by 17 dismissed WPA dancers, who lay down in the Federal Music Theatre on Manhattan's West 54th Street, was grimly advertised by these parading colleagues.



Fainting and hysteria brought a physician to the aid of the hunger-striking dancers. They went home after 100 hours when a WPA official promised to rescind their dismissals.



Held captive for 15 hours in his Manhattan office by 600 protestants, WPA Business Administrator Harold Stein (above, chin on hand) won freedom by granting captors' demands.



Striking teachers occasioned New York's liveliest WPA demonstration of the week. At day's end on June 30, when 2,500 teachers were dismissed, 150 of them massed in the WPA educational division office for a sit-down strike called by the WPA Teachers Union. New York's WPA Administrator Brehon B. Somervell had announced that Relief strikes would not be tolerated, police shortly appeared to arrest the sitters for disorderly conduct.

500 pickets demonstrating outside the WPA office pitched into the police, punched, kicked, and clawed. Their flag-bearer was hauled from an automobile top (*above*). One scholarly-looking fellow toppled into a gutter (*below*). After the battle, police marched 128 captives to court. Of New York's uprisings Deputy WPA Administrator Williams barked in Washington: "A few more things like that and you might as well kick WPA out the window."



AN IOWA BOY BECOMES THE BIGGEST SPENDER AND BIGGEST EMPLOYER IN HISTORY

The story of Harry Hopkins' rise to power: from social worker to U. S. Reliever-in-Chief and Presidential confidant



David Hopkins, Harry's father, was a peripatetic harness-maker who kept his family poor by rash bets on his bowling ability.



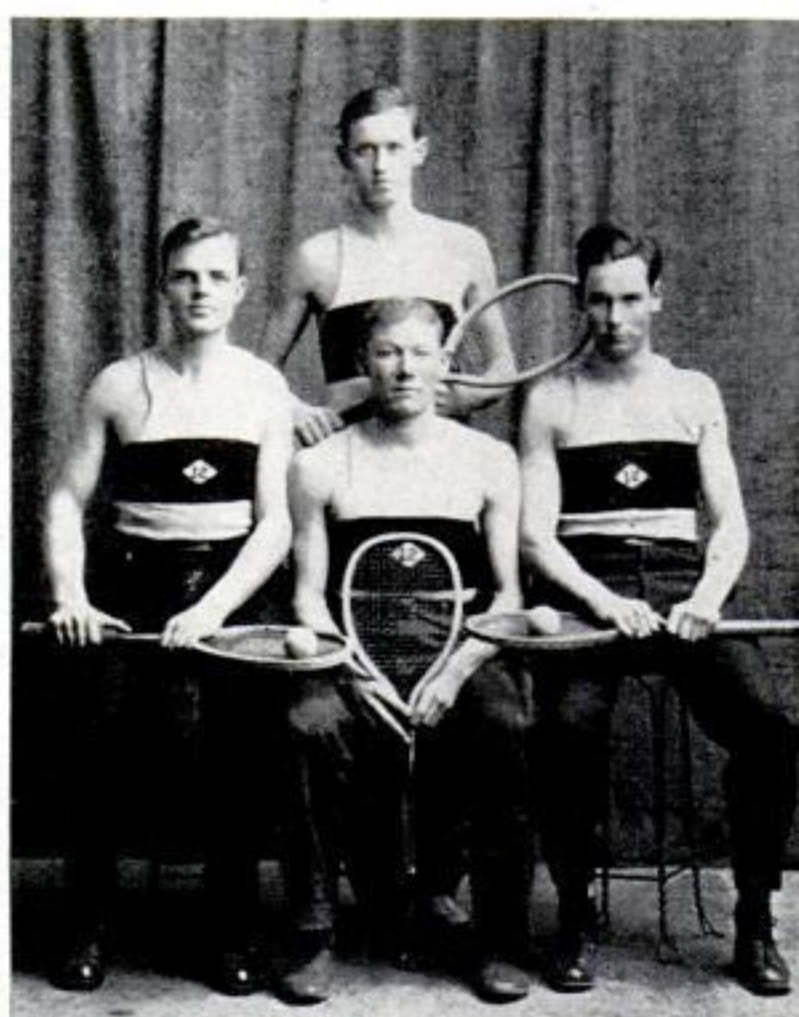
Harry Hopkins, here shown at 8, was born Aug. 17, 1890, at Sioux City, Iowa, No. 4 in a family of four boys, one girl.



This Grinnell, Iowa house with outside privy was where David Hopkins settled in 1901, after ten years as a traveling salesman. Mother Hopkins, a pious Methodist who led her children in hymn singing and church-going, picked Grinnell because it was a pious educational center.



A Sunday-school portrait shows Harry Hopkins as a gangling, stuttering high-school lad with a reputation for skill in maneuvering class elections.



At Grinnell College Hopkins made the varsity tennis and basket-ball teams. His rough playing in the latter game won him the nickname "Dirty."



A Big Man on the Campus, Hopkins was business manager on Grinnell's college newspaper board (*centre, front row*), a four-year student councilman, chairman of Y.M.C.A. employment committee, Phi Beta Kappa, able politician.



Christodora House, a social settlement on Manhattan's Avenue B, gave Hopkins his first job in 1912. Nights, he worked for the Association for Improving the Condition of the Poor.



During the War, Hopkins was rejected by the Army for near-blindness in one eye, became director of Red Cross's Gulf Division.



David Hopkins (*above, with friend*) is the eldest of Harry Hopkins' three sons by his Jewish first wife, divorced.



The second Mrs. Hopkins married the then director of New York Tuberculosis & Health Assn. in 1931.

On June 30, President Roosevelt signed the new \$1,500,000,000 Relief Bill and next day Harry Lloyd Hopkins began spending his eighth billion dollars as U. S. Reliever-in-Chief. Hopkins, an obscure social worker, went to Washington in May, 1933 as a relatively small frog in the New Deal pond. He has grown into

one of the biggest frogs partly because of his ability to get results, partly because Franklin Roosevelt found his mind and temperament thoroughly congenial. The New Deal's most vigorous champion of continued spending and social-economic reform, he is now rated the President's closest, most influential adviser.



Bread lines were a familiar U. S. sight when Harry Hopkins went to Washington in 1933 to reverse President Hoover's do-nothing Federal relief policy.



Work was what Harry Hopkins thought the unemployed wanted and should have. Starting the CWA late in 1933, he put 4,000,000 people to work in two months. Critics called CWA activities like the above "only leaf-raking."



The Ickes-Hopkins battle for control of Relief billions was a famous feud. Mr. Hopkins (right) won, and Mr. Ickes' PWA is now winding up its affairs.



The Ohio River flood this year brought Administrator Hopkins, whose prime concern is economic disaster, rushing to the rescue of homeless families.



No plaster saint, Harry Hopkins likes to bet on horse races, play poker, take an occasional drink. Here he is having fun at Bowie, Md. race track.



Unemployed actors, artists and musicians were hired by the WPA in Harry Hopkins' program of giving people the kind of work they knew and liked. Bringing art to the masses, he has worked a cultural revolution in the U. S.

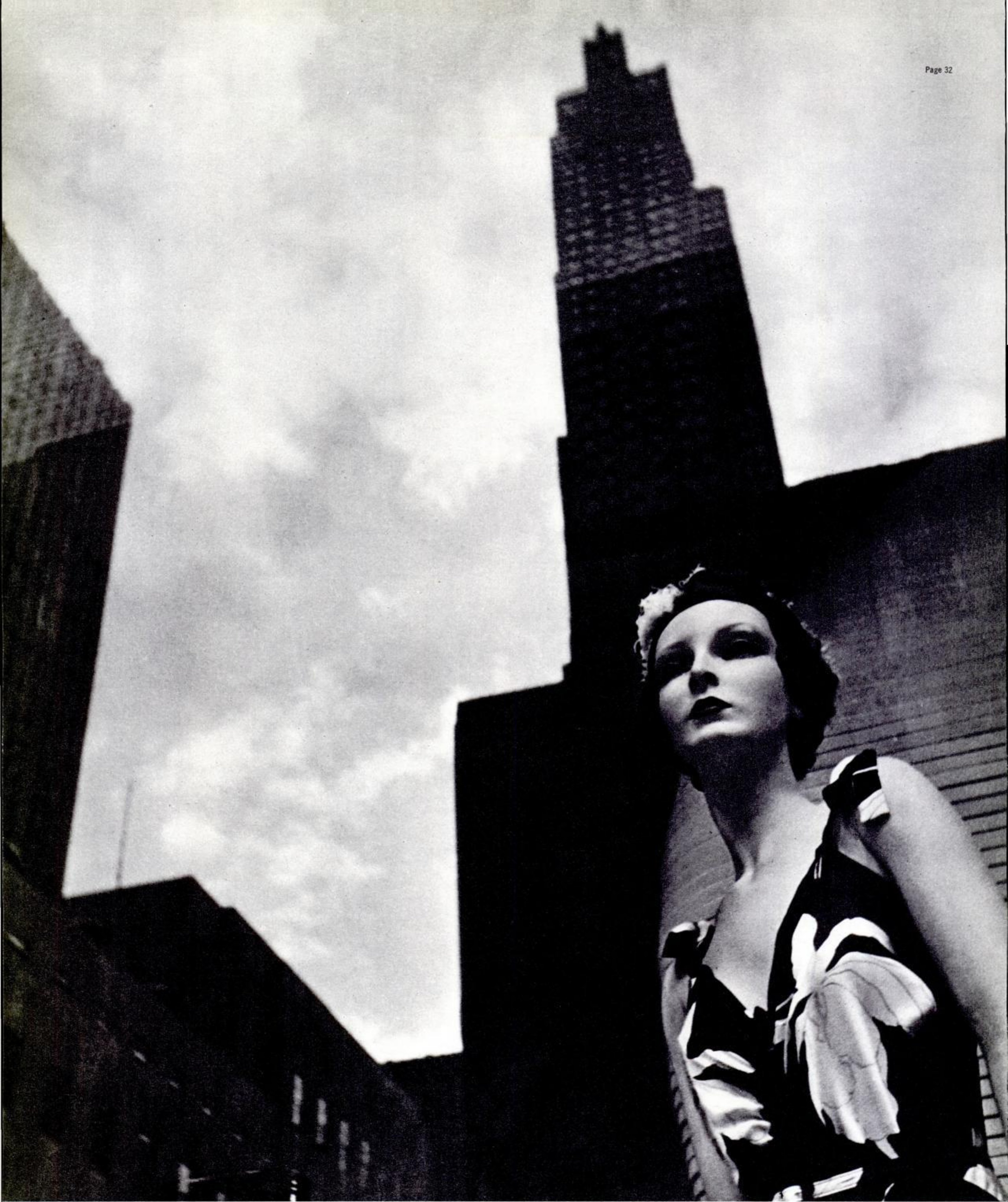


Jesus Christ said: "The poor always ye have with you." Says Hopkins, who believes the same thing: "There can be no two ways about it. The Federal Govern-

ment is in the relief business to stay." Even at prosperity's peak, he thinks, there will be some 4,000,000 people unneeded or unusable by the U. S. industrial machine.



Profoundly convinced of their right to a tax-supported livelihood, he also believes that the nation cannot afford to waste their energies. Last year he set forth these views in a book, *Spending to Save*.

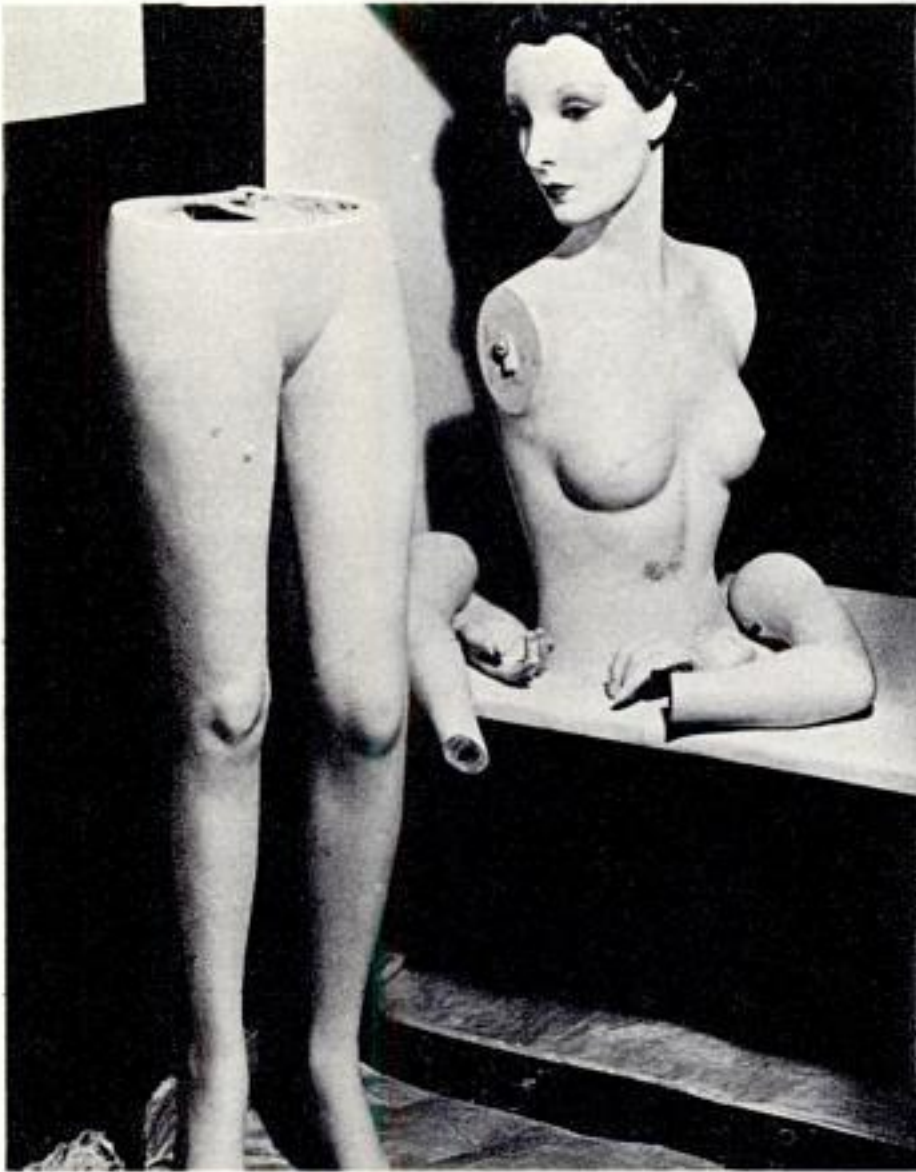


MODEL ON FIFTH AVENUE

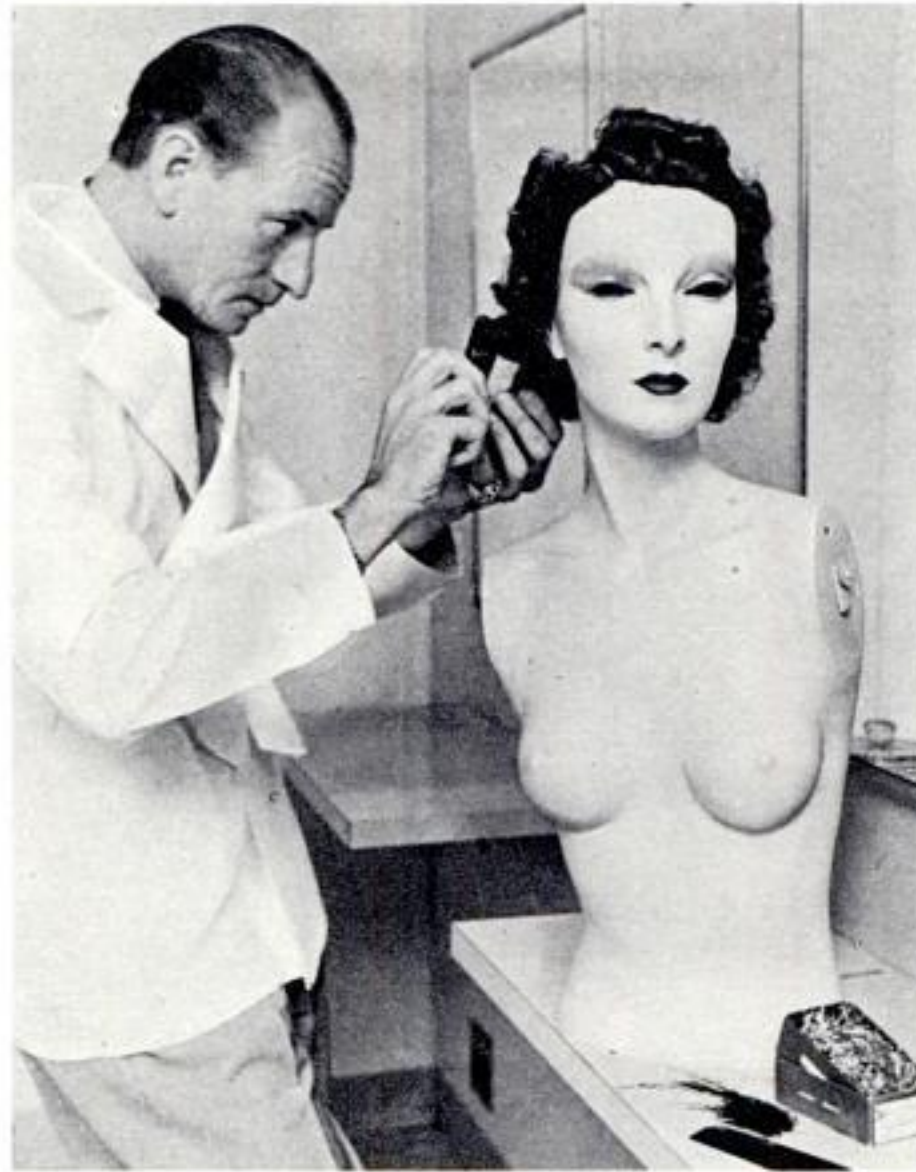
Above you see a dress dummy peering out at New York crowds from a Saks-Fifth Avenue window. Behind her towers Radio City, not on a backdrop but

reflected from across Fifth Avenue in the window glass. On this issue's cover she appears as no layman sees her, wrapped in tissue in the store basement.

A DAY IN THE LIFE OF GRACE, A SAKS-FIFTH AVENUE DUMMY



A lady of parts, Grace starts her day in the basement. LIFE gave the model this name, called "She" in the shop.



A wig of genuine hair distinguishes Grace. Her hair-do is changed with her clothes. Here Reggie does it for evening.



Pale, with scarlet lips, Grace is modeled after the store's smartest customers. Note her casual, bored expression.



Cerise intense, to add dash to her black gown, is painted on Grace's nails by Mrs. Nosworthy, beauty-parlor chief.



\$18.50 slippers—4B open-toe black satin—go on Grace after she has been fitted with honey color silk hose (\$7.50).



Weighing 25 lbs., Grace is brought to the window in pieces, her dress put on from bottom so as not to muss her hair.

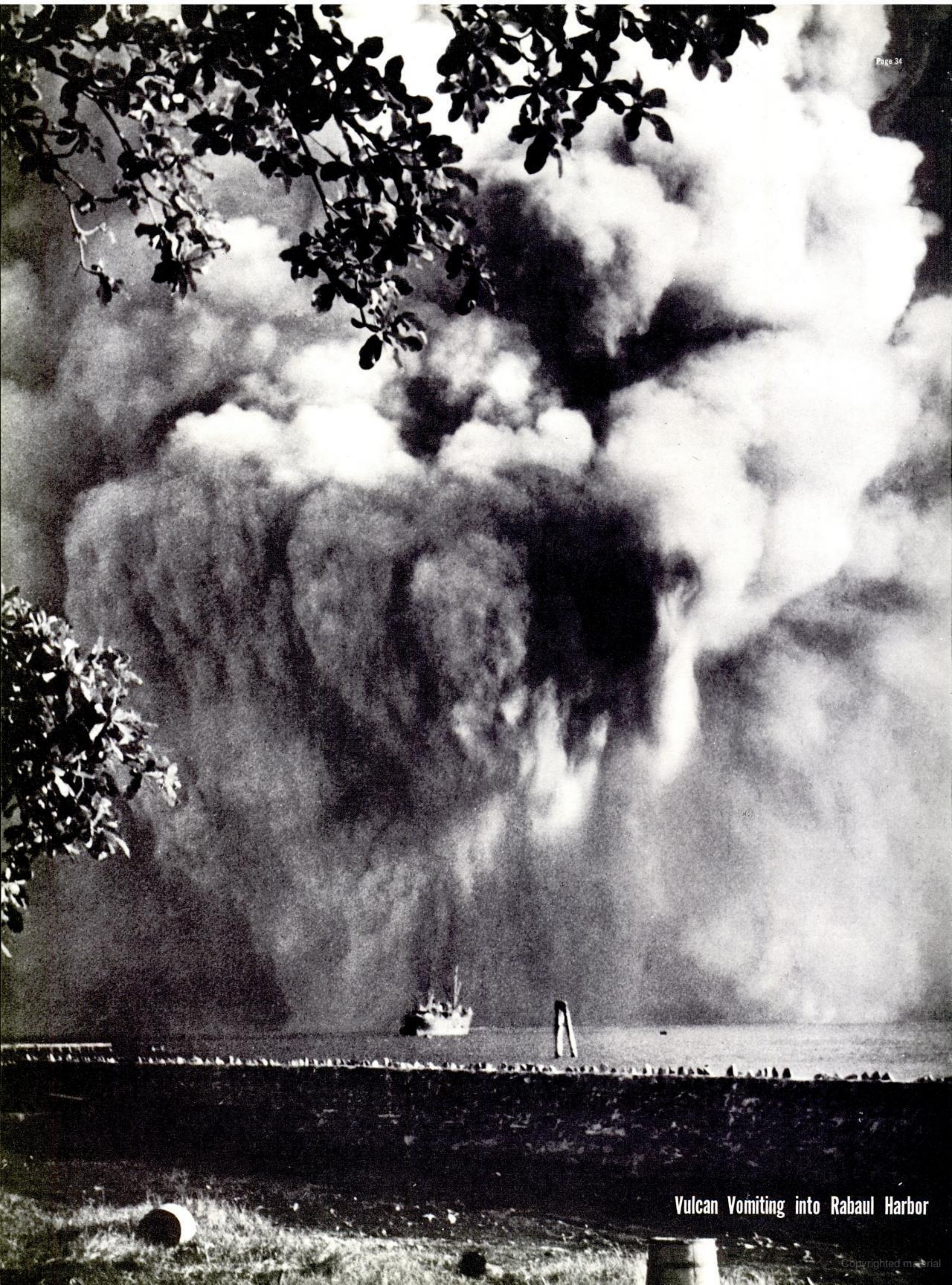


Rhinestone bracelets, \$25 each, feather (\$1) for her hair, Grace's every accessory is correct for evening attire.

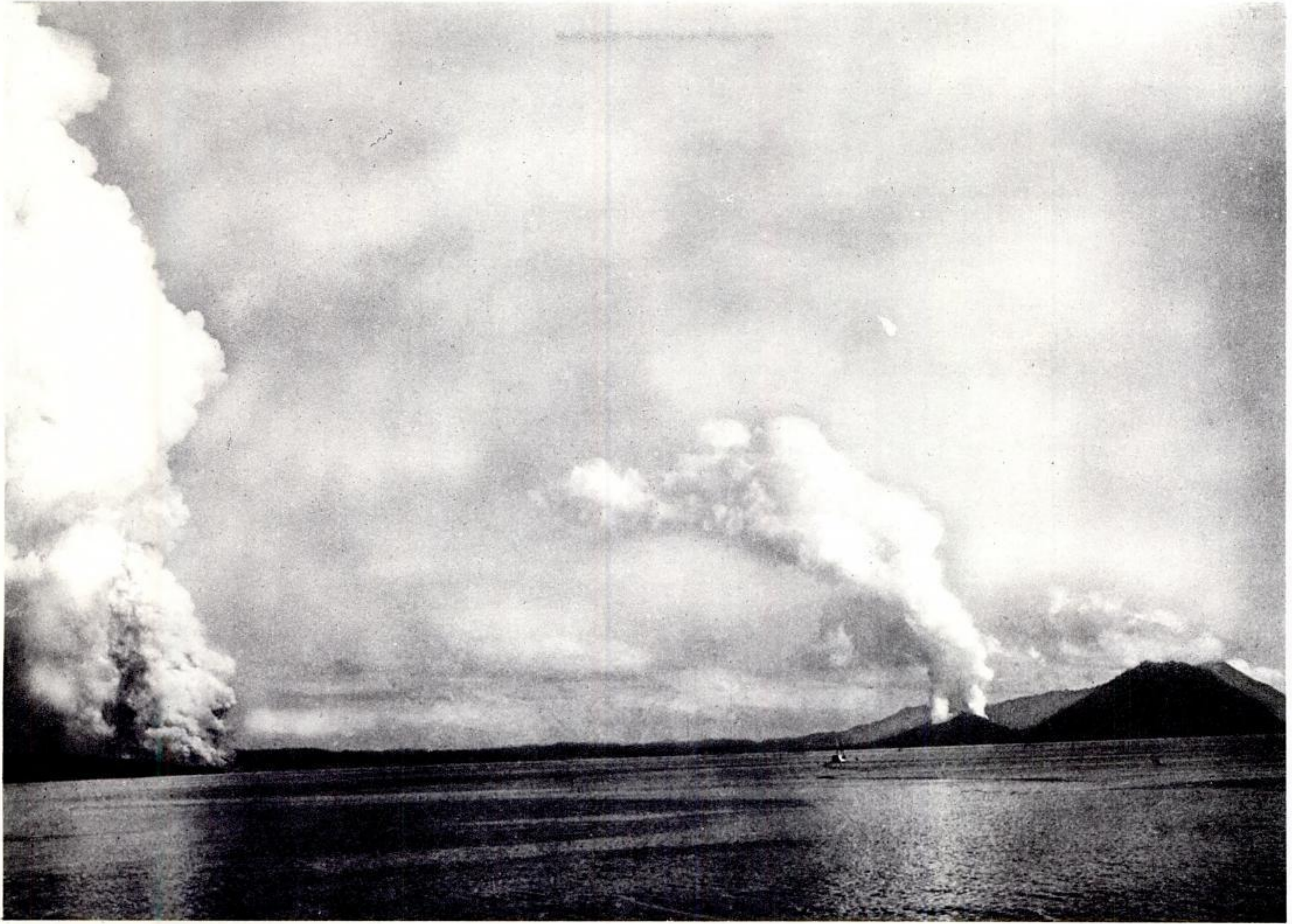


For one week only Grace stands in the window in a \$110 white-flowered black satin gown, then back to the basement.

Up to two years ago, high-style dress shops in New York used only headless forms in their windows. The theory was that heads detracted interest from the clothes. Furthermore, most forms with heads had clumsy, straight bodies so heavy they had to be sawed in the middle to move them. About two years ago, Cora Scoville, a keen young designer, invented a light plaster composition. From this she made slim, well-moulded forms and topped them with heads resembling fashion editors. Mrs. Hortense M. Odum, Bonwit Teller's publicity-wise president, ordered six thus making Bonwit's the first smartshop to depart from the "57th Street tradition" (so-called because shops on that swankiest Manhattan street used only headless forms). Many smartshops followed Bonwit's lead, but Saks-Fifth Avenue clung to the 57th Street tradition until this Spring. Then to "Grace the Dummy" (see cover and opposite) fell the honor of being the first model with a head to look out from a Saks-Fifth Avenue window. She was created for Saks by Lester Gaba, soap sculptor, cost \$150.



Vulcan Vomiting into Rabaul Harbor



VULCAN (LEFT) AND MATUPI BLOW UP SIMULTANEOUSLY, AS SEEN FROM THE DECK OF A STEAMER ESCAPING FROM RABAUH HARBOR

EAST INDIAN VOLCANOES IN ERUPTION

Rabaul, New Guinea's Capital, Badly Damaged

If you follow the Equator in your atlas around to the East Indies, you will find, just south of it, the island of New Britain. In 1884 the Germans took it over, named it New Pomerania and founded the town of Rabaul. After the War this island was mandated to Australia and Rabaul, on New Britain, became the capital for all New Guinea. The citizens of Rabaul have always taken it for granted that some day their town will blow sky-high. Its beautiful, big, saucerlike harbor is an old volcanic crater. The two lovely green islands offshore, Matupi and Vulcan, have bad records. Matupi dropped a whole native village into the sea in the 1870's as Vulcan pushed up from sea bottom. By last month Rabaul had 5,000 citizens, including 700 whites. Its chief commerce was in coconuts.

On May 28, Rabaul's harbor began to quiver. Earthquakes shook Rabaul. Soon Vulcan Island started to erupt. Matupi joined in, and then an auxiliary crater on Vulcan. As the triple eruption grew more violent a torrent of hot, wet pumice rained on Rabaul. Rabaul's inhabitants saved themselves by sailing 15 miles down the coast. On June 7, when the three volcanoes fell silent again, they had left 300,000 tons of lava dust on Rabaul, destroyed the coconut crop. Rabaul had no guarantee that its volcanoes had finished. For Rabaul is near the southern end of the great volcano belt that skirts the mainland of Asia and crosses to the Western Hemisphere over the Aleutians. At the end of June, the belt sputtered north through Japan and Kamchatka, pushed two new islands up in the Kurile archipelago.

On these pages are the first pictures of the New Britain eruptions to reach the U. S. At right is the crater of lava and pumice dust left on Vulcan's crown when its spree was drawing to a close. Notice the new shore line of lava covering what had been, ten days before, a tropical island.



CONTINUED ON NEXT PAGE

NEW GUINEA'S RABAU IS EVACUATED AS THREE VOLCANOES SPOUT TONS OF HOT PUMICE



Refugees from Rabaul are loaded into small boats to be ferried out of the harbor, past erupting Vulcan and Matupi, to coastwise steamers which dumped them safely 15 miles away.



The effect of hot ash on coconut palms is shown in this stand of trees at the Office of Lands and Mines in Rabaul, which administers the booming new gold fields in New Guinea.



Rabaul's white overlords have escaped by car and boat to Kokopo Beach, 15 miles away, but they can still see on the horizon the eruptions hanging over their homes at Rabaul.



Last to leave are H. O. Townsend, treasurer of the New Guinea Administration, and his family of native servants. A few officers remained at the wireless station and waterworks.



The rising harbor left this schooner above water. Small tidal waves washed other boats ashore and littered Rabaul with wreckage. Later most of the harbor sank back into place.



Six inches of pumice cake this car which a fleeing white has left on the road out of Rabaul when it stalled from the pumice dust that had sifted into the motor and mired the road.



Matupi Smokes across Blanche Bay

AFTER 100 YEARS AUDUBON'S BIRD PICTURES ARE STILL THE WORLD'S BEST



All 500 of his paintings soon to be reproduced

Until fairly recently, the name of Audubon was largely associated in the American mind with a society which protected bird life and taught children how to tell a phoebe from a sparrow. But in the past two years, there has been a booming interest in John James Audubon. He was the greatest bird painter that ever lived and his pictures are still the world's best. Two Audubon biographies have recently been published and widely read. Right now, Macmillan Co. is preparing an ambitious volume which will contain color reproductions of all 500 paintings Audubon did for his masterpiece, *Birds of America*. On the following pages are four plates from *Birds of America*.

John James Audubon was born, officially, in Haiti in 1785 and adopted by a French sea captain named Audubon, who was presumably his father. But Audubon made frequent references to the mystery of his birth and a tangled chain of circumstantial evidence links him with the lost Dauphin, son of Marie Antoinette, who was supposedly smuggled out of France before his mother was guillotined. Whatever his ancestry, Audubon was brought to France when he was 9 and sent to Pennsylvania when he was 17 to manage an estate his foster father owned. There he paid more attention to birds and to a neighbor named Lucy Bakewell than he did to business. He made a great many sketches of birds and, in 1808, he married Lucy. He took her to Louisville where he opened a store. Later he built a mill which failed and left him bankrupt. Audubon was not a bad businessman. He might have been a more successful one had he been less absorbed in drawing birds. After his failure, he made a living as a portrait painter but all the while continued to make beautiful bird paintings. In 1826, he went to England where an engraver named Havell undertook to make hand-colored, steel-engraved copies of the paintings. Audubon solicited subscriptions to the work, which became known as the "Elephant Folio" of *Birds of America*. He sold about 170 subscriptions, one to the King of England who never paid for it. By 1838, the *Birds* was complete, Audubon was famous and comfortably off. In 1842, he settled down in New York, died nine years later. The Elephant Folio sold originally for \$1,000. Today a complete folio, of which there are about 120, might bring \$10,000.



Audubon's wife, Lucy, was a sturdy, sensible woman to whom he was very much devoted. For years Mrs. Audubon had to work as a teacher to support herself and her two sons.



Audubon's caracara, named after the painter, is an unpleasant bird with a wretched disposition. It lives in the South and Southwest, eats carrion and steals fish from pelicans.



The Elephant Folio of *Birds of America* is in four volumes, each 36 inches high. This copy is held by William Vogt and Roger Peterson (standing) of the Audubon Association.

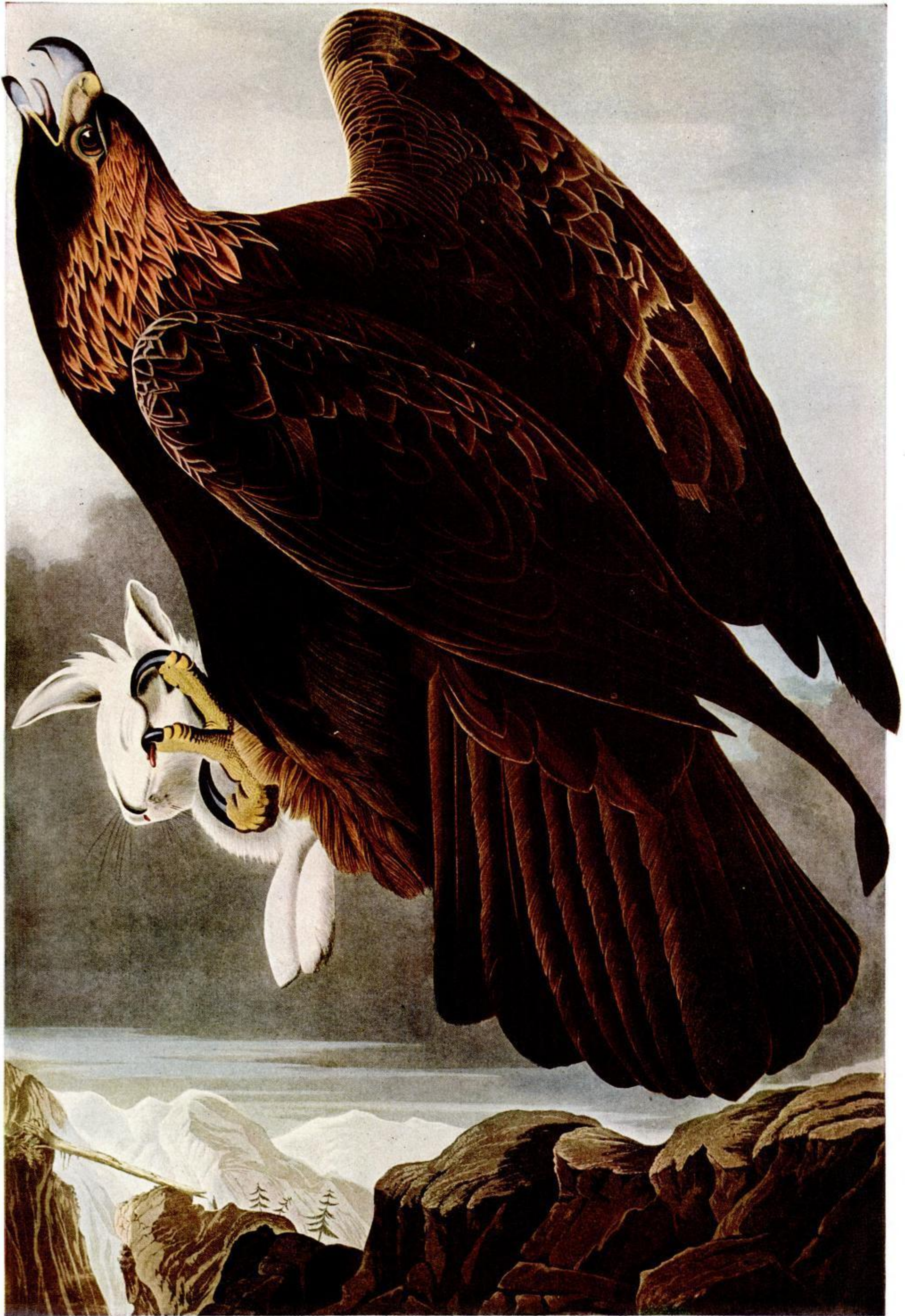


Blue Jay.
 CORYVUS CRISTATUS.
 Male 1. Female 2, 3.

Drawn from nature by J. J. Audubon F.R.S. &c.

Engraved, printed & Coloured by B. Havell.

One of Audubon's finest prints is his *Blue Jay*, although the thievish, mischievous bird exasperated him. He fumed that there should be such "malice and duplicity under such physical perfection," drew his jays sucking stolen eggs.





The golden eagle (*opposite*) is, next to the condor, the largest bird in America. Audubon called it the "king of birds," made a beautiful but overdramatized drawing of it. The eagle could not possibly fly in this Audubon pose.

The ruby-throated hummingbird, depicted in a trumpet vine, is the smallest bird in America. Its wings beat faster than any other feathered creature's—55 times a second while it hovers in mid-air, 75 times a second in flight.



The Baltimore orioles (*above*) have hung their nest in a tulip tree. This bird gets its name from the European oriole, of which it is no relative, and from Lord Baltimore of Maryland colony, whose colors were also orange and black.

THE AUDUBON ASSOCIATION PROTECTS THESE BIRDS



The snowy egret is a pet charge of the National Association of Audubon Societies. Protected from feather hunters, it now thrives in Southeastern states, especially in Florida.



The loon (above) might almost be an Audubon drawing, so sharply etched are his feathers. This and the other fine photographs on this page are from the Audubon Association's files.



The black-necked stilt has been almost killed off in the East by game hunters. But this graceful, long-legged wading bird is still fairly numerous in the South and in the West.



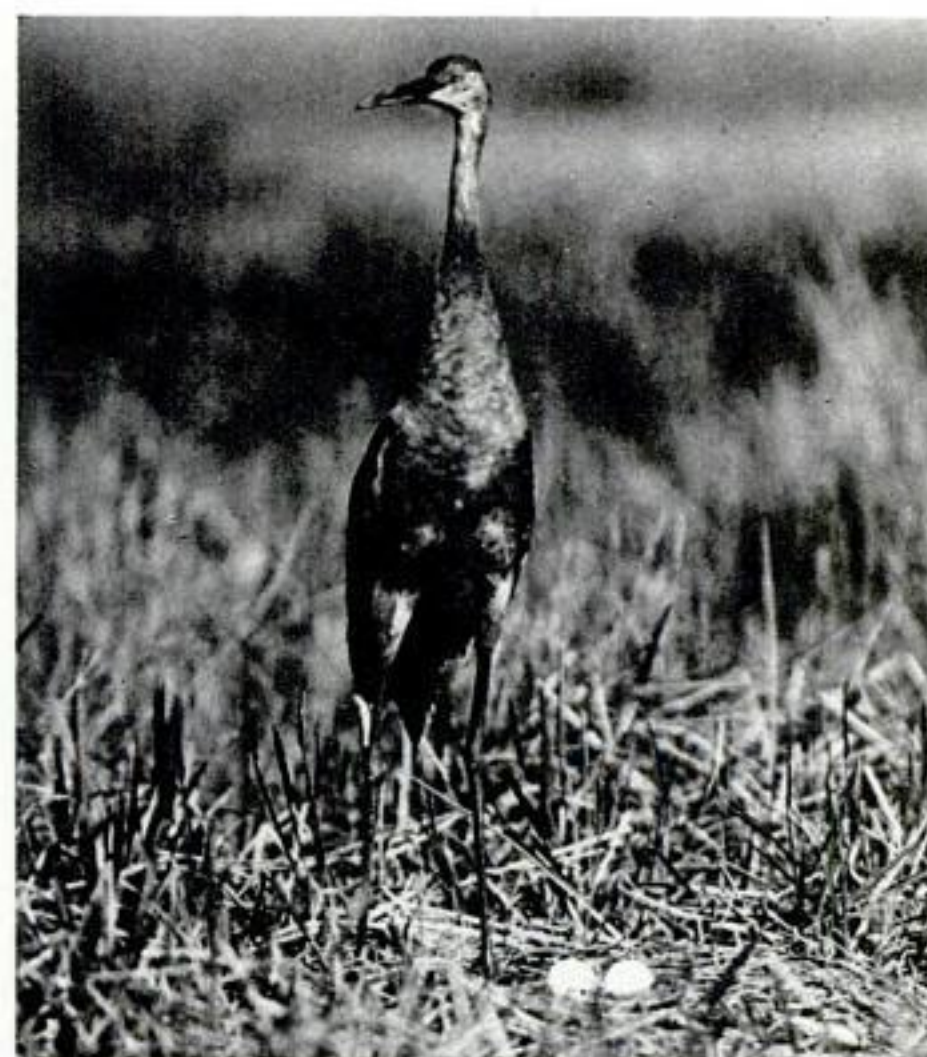
The spoonbill and ibis, occasional companions, live in Southern U. S. The roseate spoonbill (above, left) is a rare and comical-looking bird. The wood ibis, a stork, is plentiful.



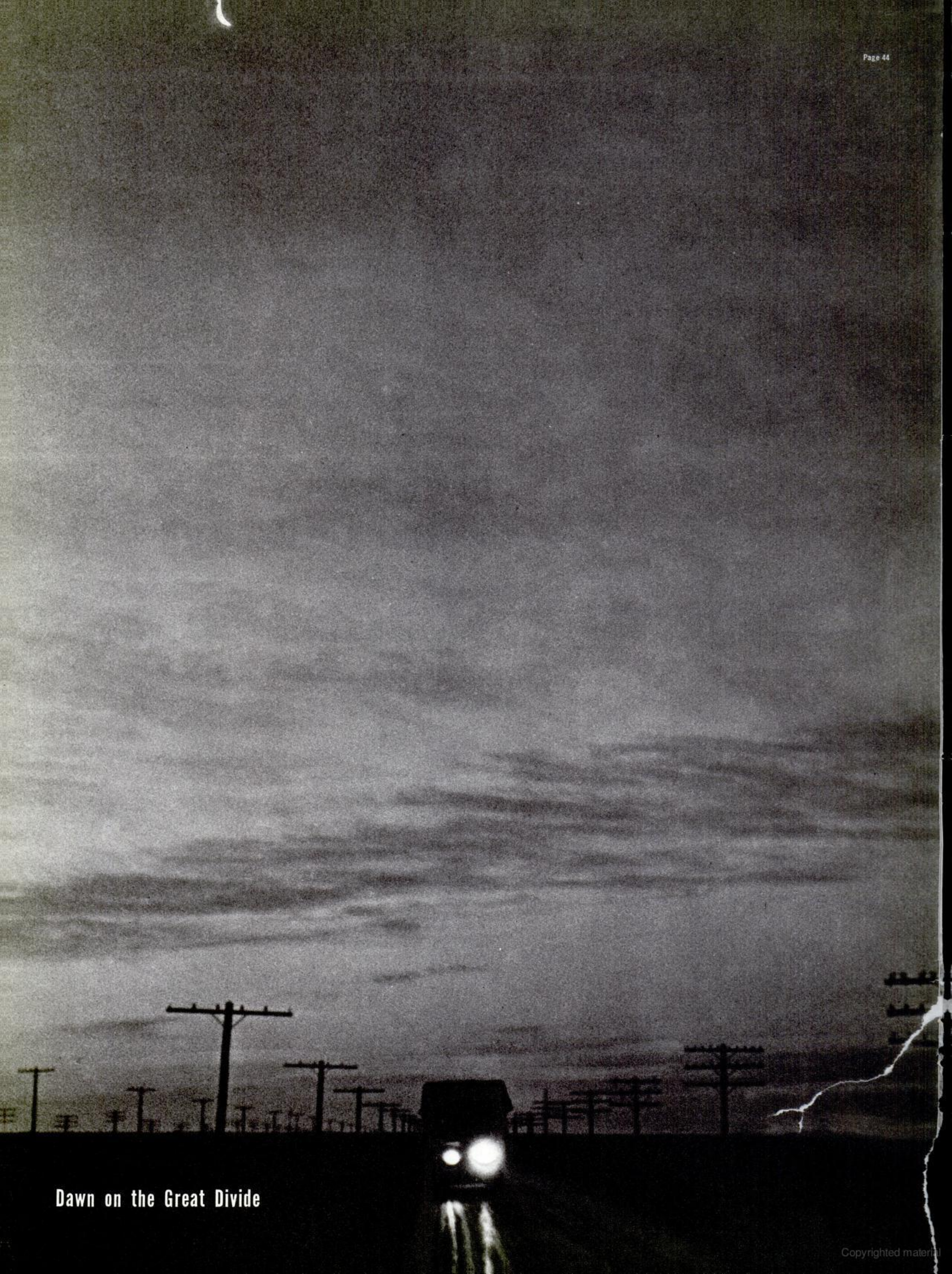
The Florida barred owl is a pet of bird lovers who cherish it for killing rodents which kill birds and eat eggs.



The puffin, a seabird, lives on North Atlantic coast, has a beak which, during mating, sprouts horny excrescences.



The Florida crane is a major Audubon responsibility. Sanctuary wardens mark their eggs to warn collectors away.



Dawn on the Great Divide

TRANSCONTINENTAL TRUCKING IS A NEW, HARD AND GLAMOROUS BUSINESS

Photographs for LIFE by Carl M. Mydans

Every night from sundown to sunrise, thousands of tons of freight go rolling west from New Orleans in gigantic trucks such as you see on these and the following pages. Through the deep Southwestern night they whiz across the Texas plains, climb over the Continental Divide near Lordsburg, New Mexico, where Carl M. Mydans took the picture opposite at daybreak, and spin through green valleys down to Los Angeles.

Long-haul trucking on daily schedules is a business scarcely ten years old. It is still an unstable business, chaotic and rough, with cut-throat competition. It is still a decentralized business, though its 4,000 major companies are now rapidly merging to squeeze out the wildcats. It has grown so fast that it already carries one-tenth of the nation's freight and employs a million men. As yet it has few tycoons. A big company is one with 100 trucks and its owner was frequently a truck driver less than ten years ago. For truck drivers are as hardy a crew of men as the pioneers who blazed the western trails. Though they now have no Indians to fight, they face other hazards almost as perilous. These include fatigue, dust storms, drunken pleasure drivers, and cattle on the open range (below). A good truck driver soon becomes famous on the Southwestern highways, like Edward "Red" Holiman (right), who for many years has piloted his huge "boat" across the Rockies with never an accident.



EDWARD ("RED") HOLIMAN'S BIG DIESEL TRUCK HAS 12 FORWARD SPEEDS



CATTLE ON THE OPEN RANGE ARE A CARDINAL HAZARD TO TRANSCONTINENTAL TRUCKERS

CONTINUED ON NEXT PAGE

A TRUCKER'S LIFE IS TOUGH

(continued)

The transcontinental truck driver is hard-working and hard-boiled. To stand the strain of rolling a big 16 or 26-wheeler across Western mountain and desert he must be cool and steady; quick of hand, foot and eye; impervious to fatigue. For fatigue is the truck driver's biggest enemy. He must sometimes spend 72 hours at the wheel without prolonged rest. To keep awake he drinks innumerable cups of coffee. His haven is the little "truck-line" café that now dots the Western highways. Here kind-hearted proprietors provide him with free coffee, sometimes even with a free cot for a hasty nap. Here, too, he meets his fellow truckers; talks shop or politics, plays the slot machine, may even dance with the waitress. Sometimes, if he is more fortunate, his truck has a sleeper cab with wooden bunks where he and his driving partner may rest in relays. Even here sleep is hazardous, for a sudden stop may pitch him out of bed.

The trucker often works on a round-trip basis of pay. Then he drives himself relentlessly to make the trip at record speed. If he trucks between San Antonio and El Paso he may drive the 1,100-mile round trip practically without stop for \$12 and a bonus. He prefers to drive at night when the roads are free of passenger cars, traffic cops, load checkers, insurance spotters, and the blistering desert heat that literally rips tire rubber off the fabric.



"Bobtail trucks"—little ones with only four wheels—roll up on the New Orleans docks to pick up freight. Nearby are a U. S. Government barge, a Standard Oil river

boat and an ocean freighter. The bobtail delivers small freight to the truck terminal. Bigger trucks often drive up on the docks and roll off with a ship's hold of freight.



"Swinging the tarp" is a job the truck driver must do with care, since the tarpaulin holds five to ten tons of freight in place. At right, a driver makes a double-hitch "trucker's knot." From time to time he must stop, test, tighten all tarpaulin knots.



Between New Orleans and Los Angeles (below) are the greatest long-haul truck roads in the world. One of the biggest lines is System Arizona, whose great yellow "trailers" go zooming over the semidesert country. Midway terminals are Houston, El Paso, Phoenix.





Rosie's truck-line café on the Dallas-Houston highway is a favorite with all Southwestern truckmen. Here the fleet drivers meet, consume oceans of coffee, and are entertained by Rosie Monakino (above) and her sister Angeline (below). On the wall is a locked showcase

with snapshots of Rosie, Angeline and 50-odd drivers. Drivers drop nickels in the slot-phonograph machine and while away a few pleasant moments dancing to its music. Rosie, who is shy, is the brains of the establishment which has been running five years.



A Red Arrow truck driver takes a few minutes out to dance with Angeline Monakino in Rosie's café during a stop on the Dallas-Houston highway. Insurance spotters object to this kind of diversion, but the dancing driver hoped they would overlook it, since it was for LIFE.



Inside the sleeper cab a System Arizona driver snatches rest. The two bunks have Simmons innerspring mattresses and clean linen. When the road is rough, the driver reads. This one, Max Kirby, likes *Detective Story Magazine*, and has read *Gone With The Wind*.

CONTINUED ON NEXT PAGE

LOAD WEIGHERS ARE A HIGHWAY HAZARD

(continued)

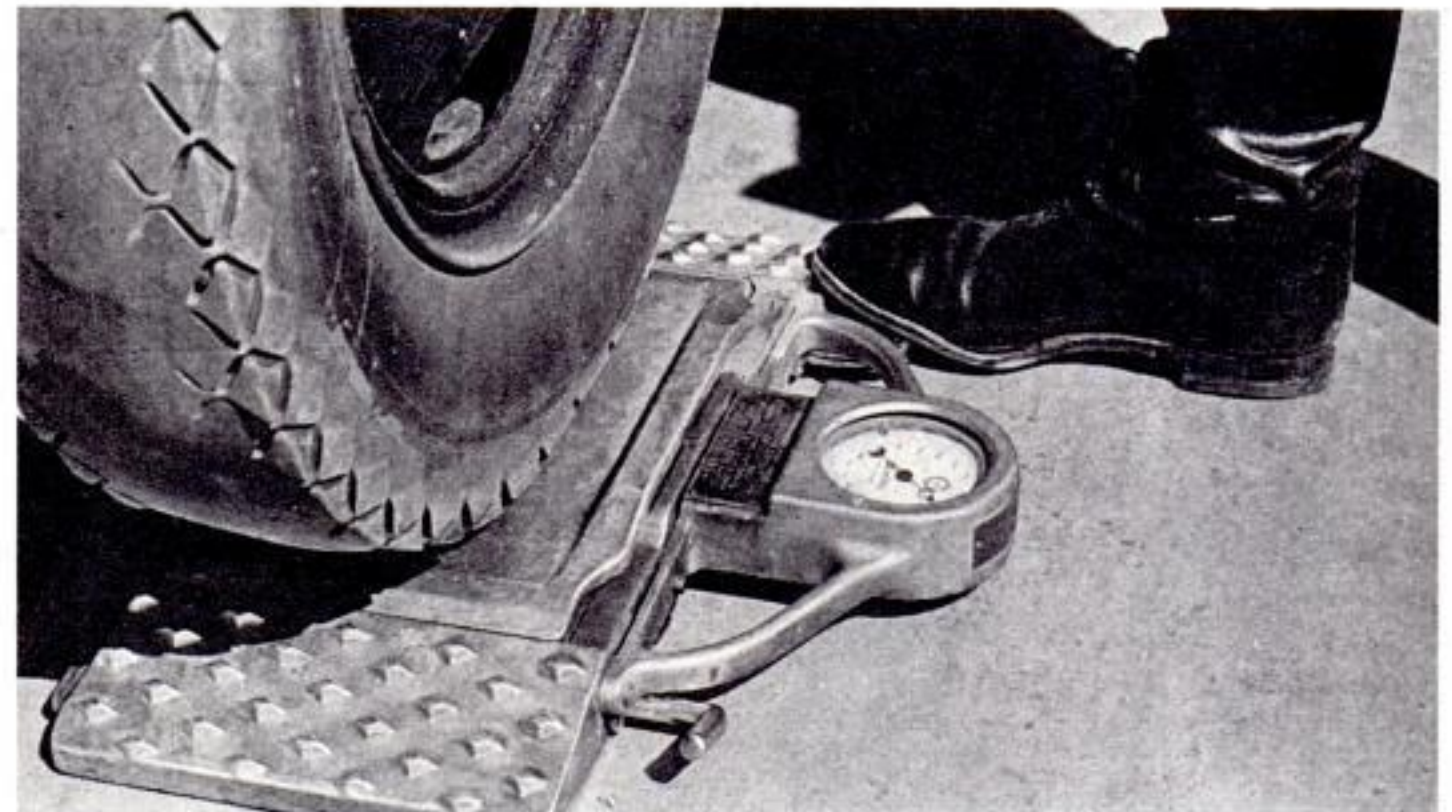
Throughout Texas, truck drivers and highway police play a constant game of "cops and robbers." This happens because Texas has a law forbidding freight trucks to carry loads over 7,000 lb. Some big ones carry 10 and 15 tons, have been known to carry 24. To stop them Texas employs several hundred check weighers who halt trucks, pull out portable scales, and by driving the truck on them two wheels at a time, determine the weight of the load. Most truck operators resent the law, considering it a maneuver on the part of the railroads to strangle a blossoming competitor. Their drivers beat the game by the elaborate code of tip-off signals illustrated on this page. Café owners help them by acting as clearing houses for news concerning patrols. If the driver is caught, he pays a flat \$25 fine and generally proceeds with his load. Twelve hours after crossing the Great Divide at Lordsburg, New Mexico, he will be rolling down narrow Rocky Mountain passes (opposite) near Phoenix toward wide California valleys.



1 Two Texas load checkers stop a Gillette freight truck near El Paso. They carry portable scales to check the truck's load which, under Texas law, may not exceed 7,000 lb.



2 The scales are placed on the ground, the truck drives on them, and the front wheels are weighed. These two officers have just weighed 200 trucks, found 30 overweight.



3 The rear wheels are now weighed in the same manner. By some strange process of calculation, Texas check weighers can determine tonnage by weighing two wheels at a time.



4 A clean bill of health is given this driver who is within the load limit. The officer makes him sign. Truck operators are bitter about the law and the method of weighing.



5 A code of signals is used by drivers as they pass to warn each other of weight cops on the highway. A slow wave of the hand, palm out, fingers closed, means: "No cops."



6 Two fingers extended like this means: "Two cops on the road, but they're not weighing." At night these signals are conveyed to passing trucks by flashing the headlights.



7 Palm up and fingers extended means: "They're weighing. Get off the road if you're overweight." Drivers then pull up on a side road and sleep till the danger is past.



Evening in the Rockies

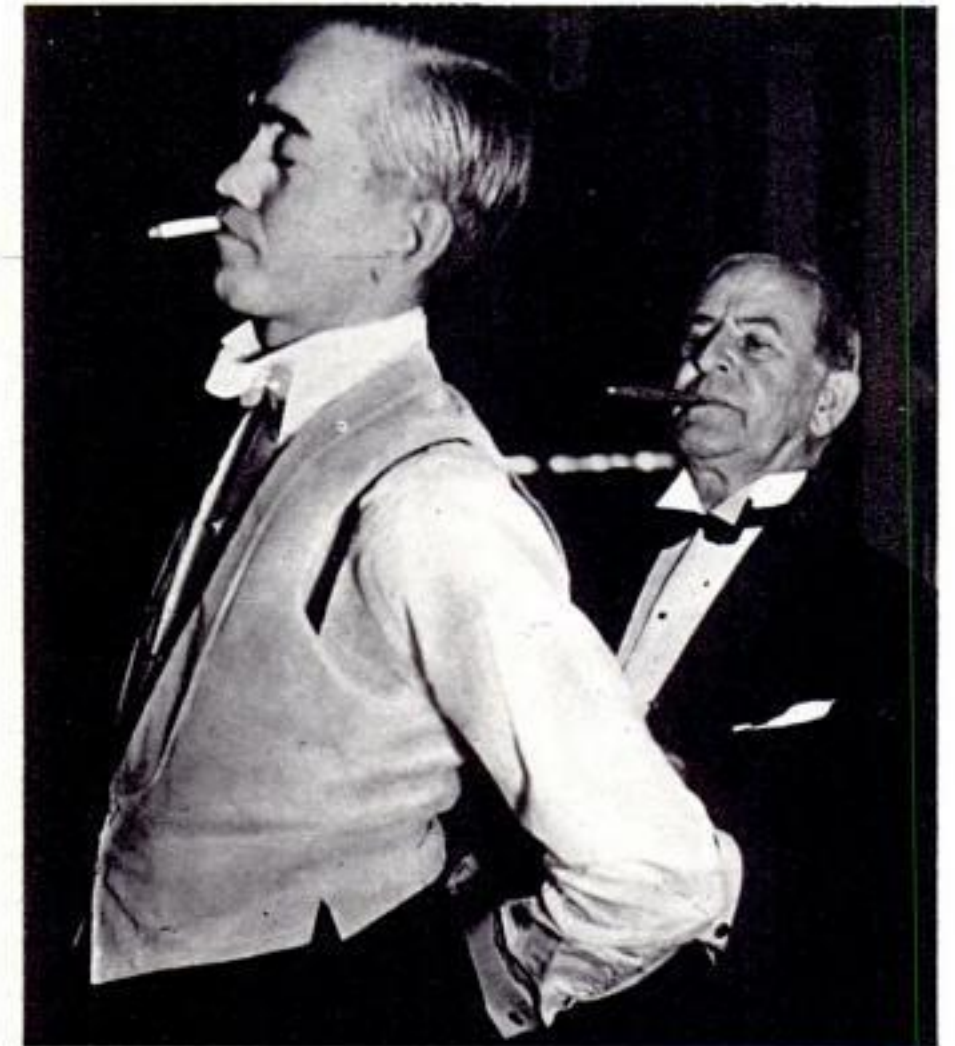
FITCHBURG, MASS. OPENS ITS NEW HIGH SCHOOL WITH A TAXPAYERS' SURPRISE PARTY



Yolanda, of the famous ballroom-dancing team of Veloz & Yolanda, pleased Fitchburgers with her graceful flounces.

On June 22, a new high school was opened in Fitchburg, Mass. The old one burned down in 1934. First thing to be done after that was to get some Federal money. Fitchburg's young Mayor Robert E. Greenwood has more influence than most. His father-in-law is Massachusetts' onetime Democratic Senator Marcus Coolidge who is also the father-in-law of Secretary of War Harry Woodring. The PWA gave Fitchburg \$518,906 for its school.

Thus far the proceeding was strictly conventional. But when it came to the opening, Mayor Greenwood demonstrated extraordinary talents. He hired Hal Kemp's orchestra and five vaudeville acts, put on a surprise party for the taxpayers, at their expense. In his show the Mayor, whose brother runs an auditorium-chair factory, included a skit in which a chair salesman who thinks the new school is being built to replace the burned one is told by the Mayor: "Not at all. It is being built so that my brother can get the order for the chairs." He did.



Mayor Greenwood, Master of ceremonies, is helped into his tails by his father-in-law, Ex-Senator Marcus Coolidge.



Milk punch, ice cream, cake and sandwiches were served at the opening. After the show, dancing in the gymnasium lasted until 2 a. m.



A radio singer, an imitator and a tap dancer also helped to entertain.



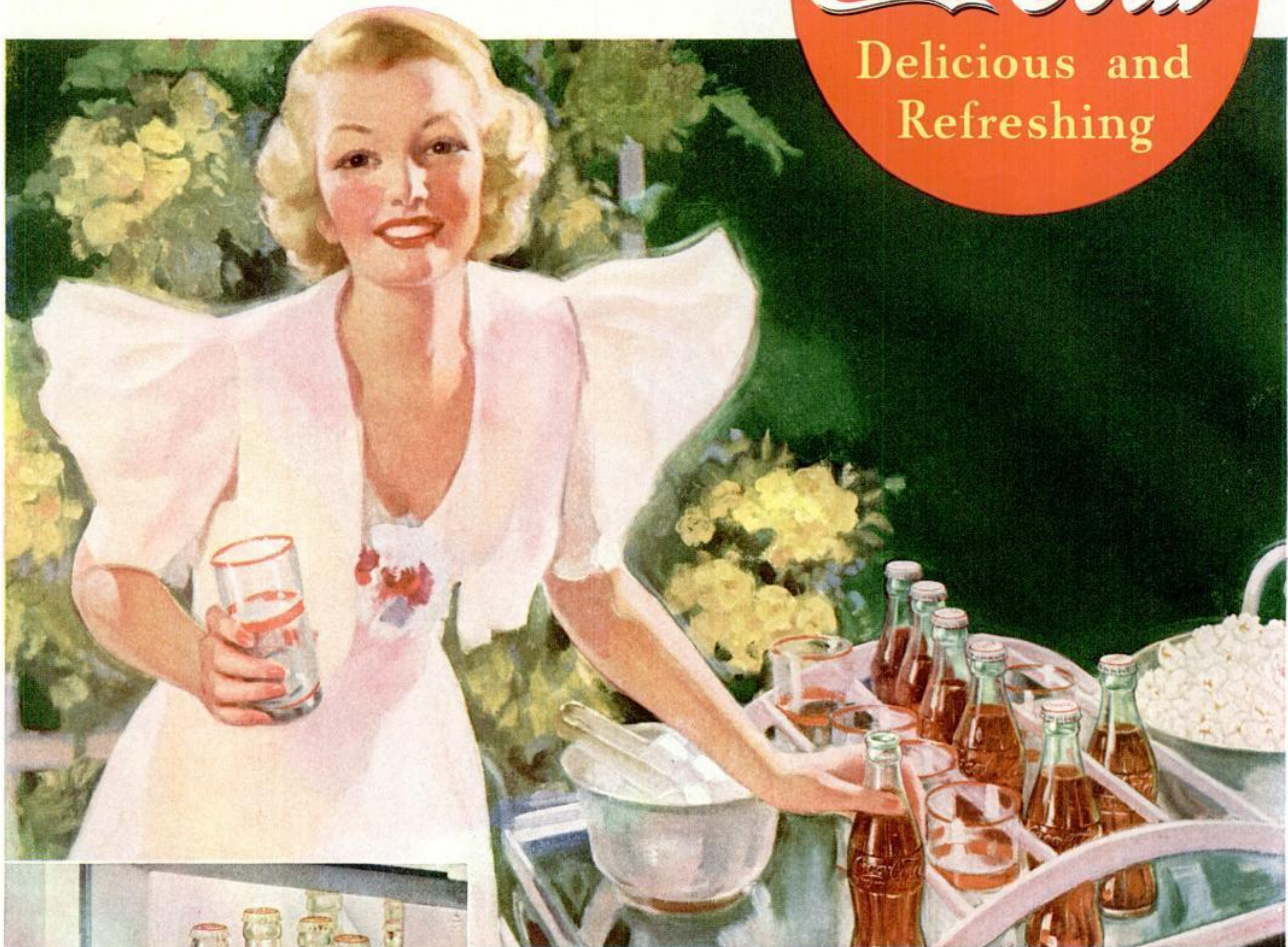
The cake was a replica of the school, which cost \$1,250,000 and is called the "best and most efficient school that modern science could conceive."

1,503 guests were invited to the party, which cost them and the rest of Fitchburg's taxpayers \$5,450. In the show a "taxpayer's association" mourned the city's rising tax rate.

Speeches were printed in the program instead of spoken. To show the audience what it was being spared, Mayor Greenwood faced a backdrop painted to look like the auditorium.



So refreshing and so easily served



FROSTY BOTTLES FROM
YOUR OWN REFRIGERATOR

Guests feel more at home when you manage hospital-
ity easily. That's where ice-cold Coca-Cola comes in.
Coca-Cola is so easy to serve...and everybody welcomes
its life and sparkle—its pure, wholesome refreshment.

• • •
p. s. A drink so good by itself is a
natural partner of good things to eat.

FIRST, MOVIES HAD IT..THEN BIG DEPARTMEN
CAN HAVE COMPLETE SUMMER AIR CONDITIO

HEAT

WON'T LET HIM WORK!

While others Sweat and Swelter...
work in Cool, Dry, Invigorating Air

NEW LOW-COST ROOM AIR CONDITIONER

INTRODUCED BY CHRYSLER'S AIRTEMP

THE THERMOMETER SAYS 94°. It's like an oven inside...stuffy,
sticky. Sweat trickles down and heat-racked nerves rebel.
Must you go through this again?

Not this summer! A small down payment gives you *Airtemp*
Air Conditioning!

Filters, cools, circulates the air—and takes the humidity out
of it! Affords the same kind of *complete air conditioning*
provided by costly installations in hotels, theatres, restaurants.

Get ready now for coming heat-waves. Installation is simple
...quick...and surprisingly low in cost. Phone your Airtemp
dealer, or mail coupon below. AIRTEMP, INCORPORATED, Day-
ton, Ohio—Subsidiary of Chrysler Corporation.

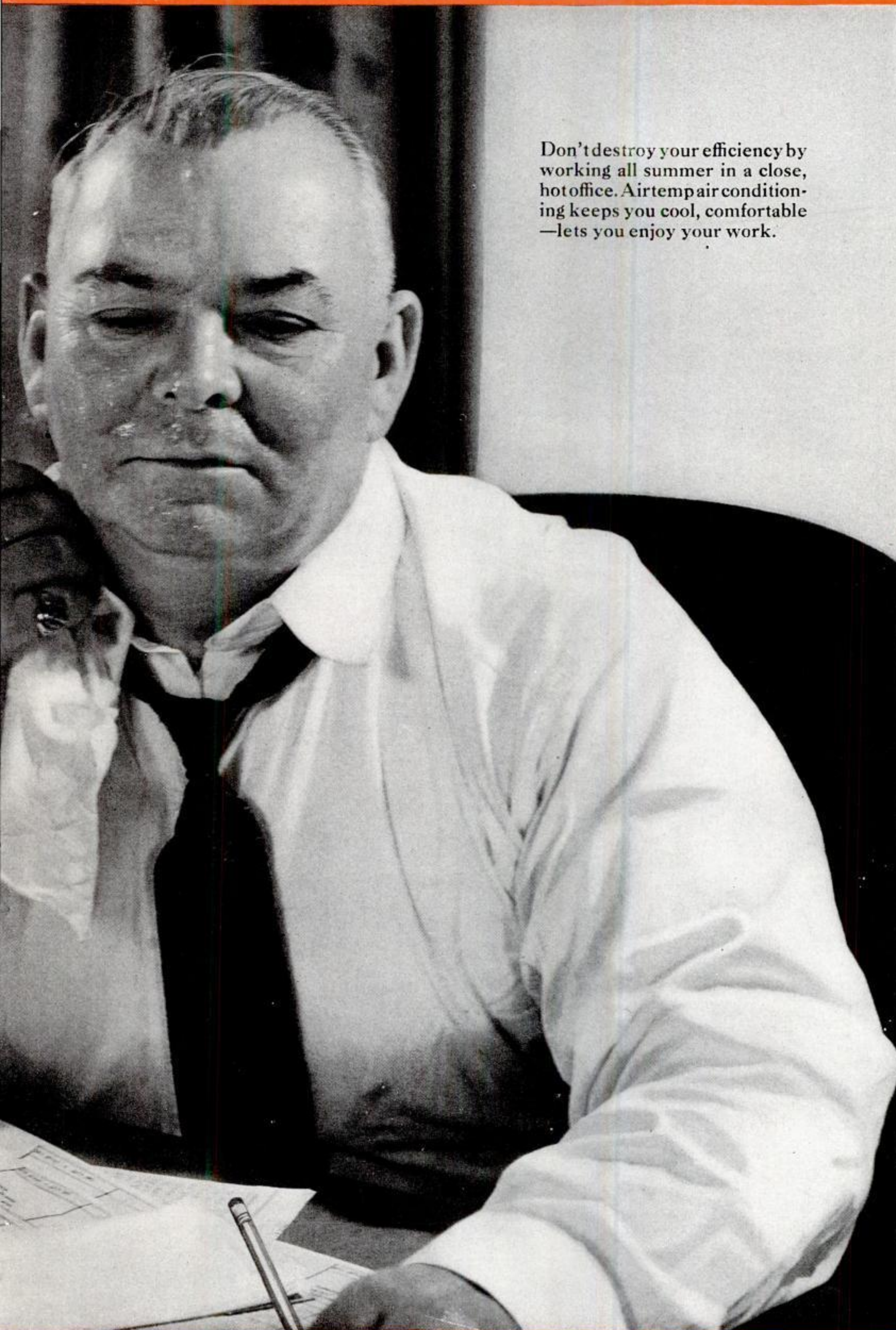


*Keep Cool
with—*

CHRYSLER'S AI

T STORES..AND NOW OFFICES EVERYWHERE

NING. A SMALL DOWN PAYMENT INSTALLS IT!



Don't destroy your efficiency by working all summer in a close, hot office. Airtemp air conditioning keeps you cool, comfortable—lets you enjoy your work.

QUICKLY INSTALLED

Simple, compact, beautifully finished in walnut...this new Airtemp Room Air Conditioner is readily installed. Average installation cost is low. Available in both air-cooled and water-cooled models. This big capacity unit cools, filters, dehumidifies and circulates the air.

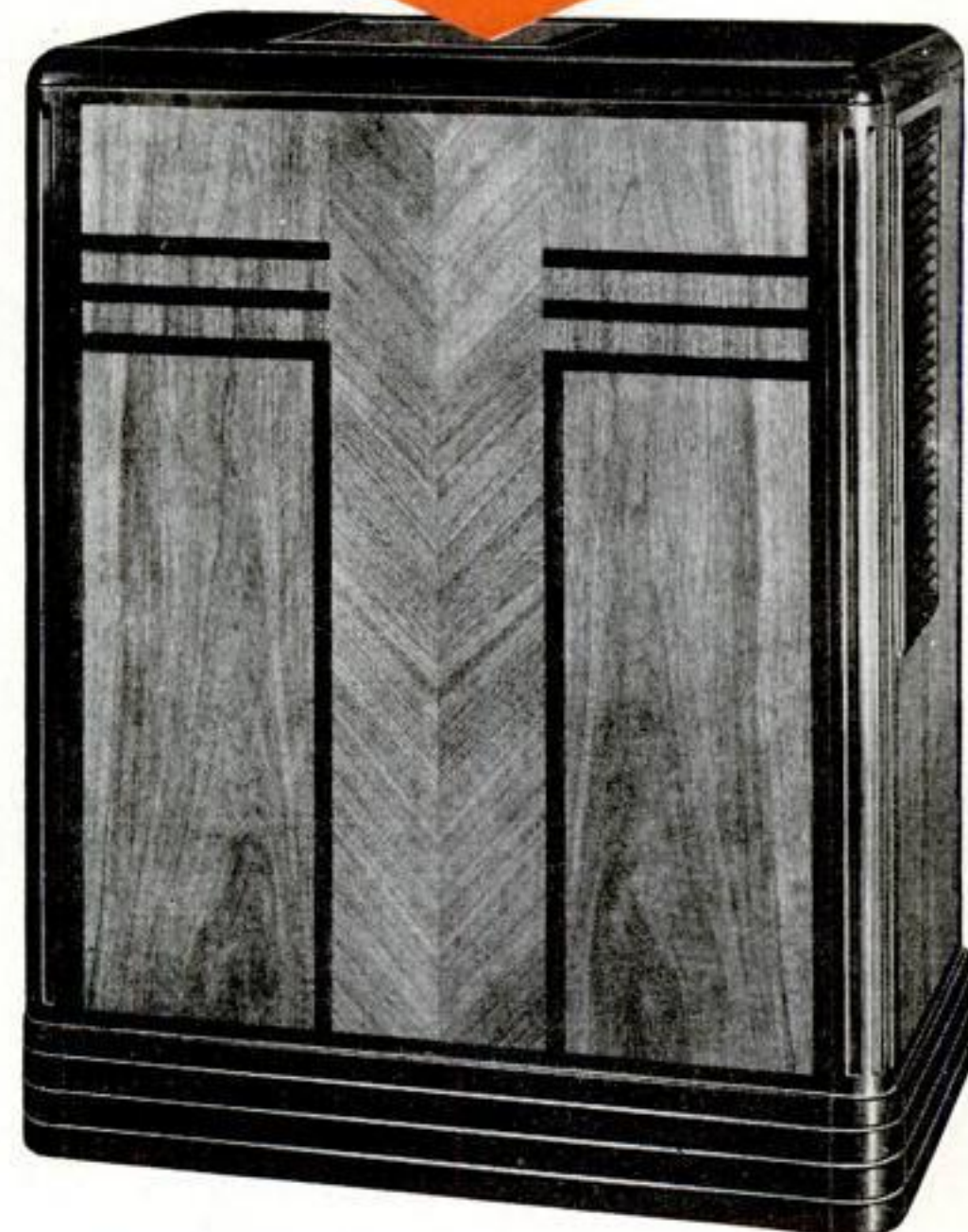
For std. single-phase 60-cycle current...installation extra

\$375

WATER-COOLED MODEL

AIR-COOLED MODEL \$496

PRICES F.O.B. DAYTON



AIRTEMP HAS COMPLETE LINE

Airtemp also installs cooling systems in theatres, department stores, office buildings, showrooms, hotels and other large commercial spaces. In addition, Airtemp manufactures a complete line of automatic heating and air conditioning systems for homes. Backed by the tremendous resources and engineering genius of the Chrysler Corporation, Airtemp is equipped to handle *your* problem—large or small.

AIRTEMP ROOM AIR CONDITIONER

MAIL THIS COUPON TODAY

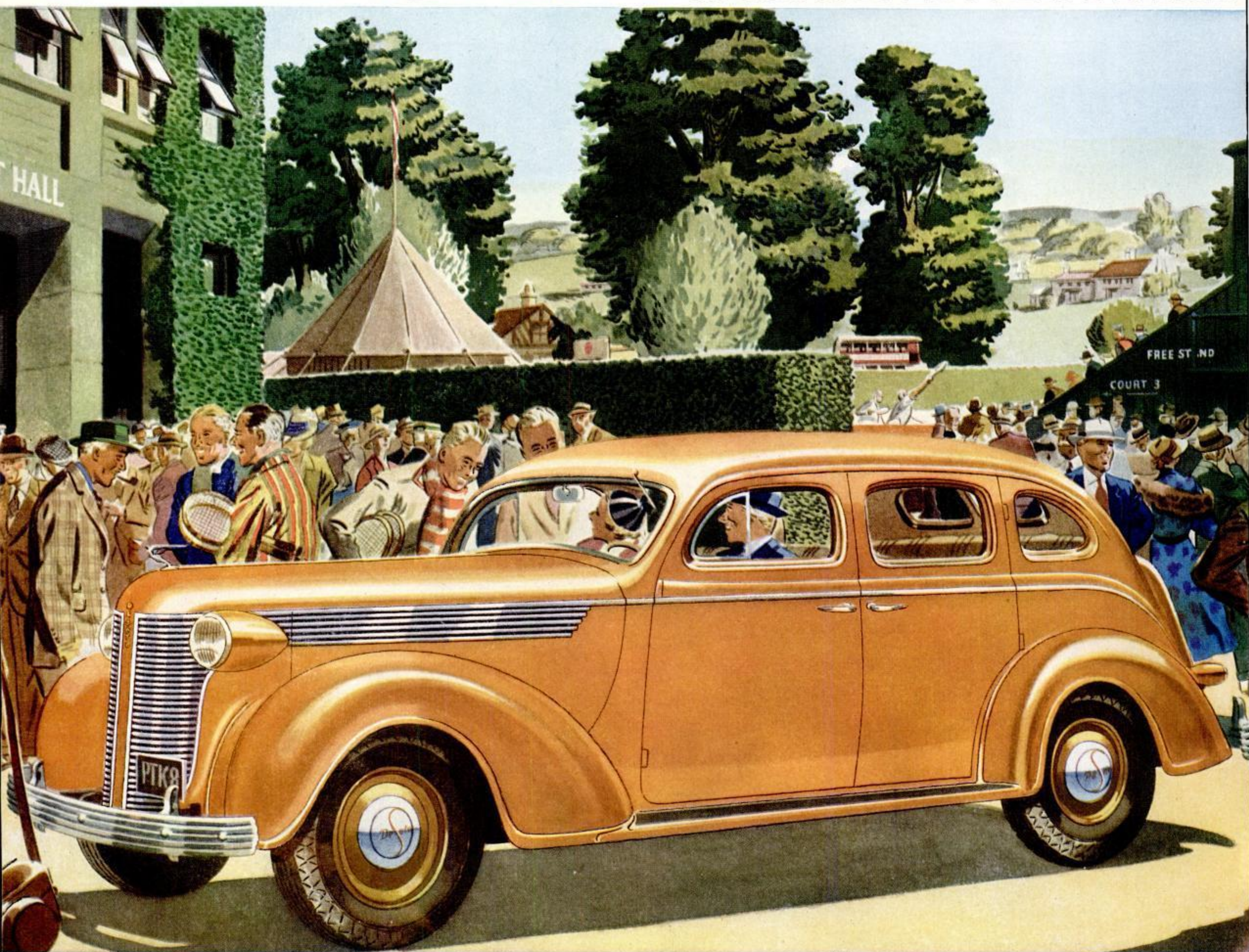
AIRTEMP, INCORPORATED, Dayton, Ohio Dept. L-7-12
Gentlemen: Please send me details about Airtemp's new Room Air Conditioner for my home () my office ().

NAME _____

STREET _____

CITY _____ STATE _____

GRADUATE TO DESOTO. A BIGGER CAR AT A LOWER PRICE



If You Are Going
to Buy a New
Automobile, Think
About This:

WOULDN'T YOU RATHER OWN this big, brilliantly-styled De Soto—than a commonplace small car?

Consider this. Over 80% of new De Soto purchasers formerly owned small cars.

We showed them that: (1) De Soto now costs only a *few dollars* more, (2) De Soto's resale prices are higher, (3) De Soto actually costs *less to run!*

This biggest of all De Sotos has the lowest operating costs in our history! Here are reports on the

new "Economy Engine"... "Averaged 18.1 miles a gallon first 7,000 miles"... "Getting 20 miles on regular gas with new De Soto"... "Cheapest car to run I ever owned."

WHICH MEANS THAT: All of De Soto's greater safety, finer performance, smarter style, room and comfort... are *yours*, at practically no added cost!

Your De Soto dealer has the *facts*. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



"SAY — THAT
DE SOTO OF YOURS
IS A KNOCKOUT!"

"YES — YOU'D
HARDLY BELIEVE IT'S
PRICED JUST ABOVE
THE LOWEST!"

"HEARD ABOUT DESOTO? IT'S NOW PRICED
JUST ABOVE THE LOWEST!"

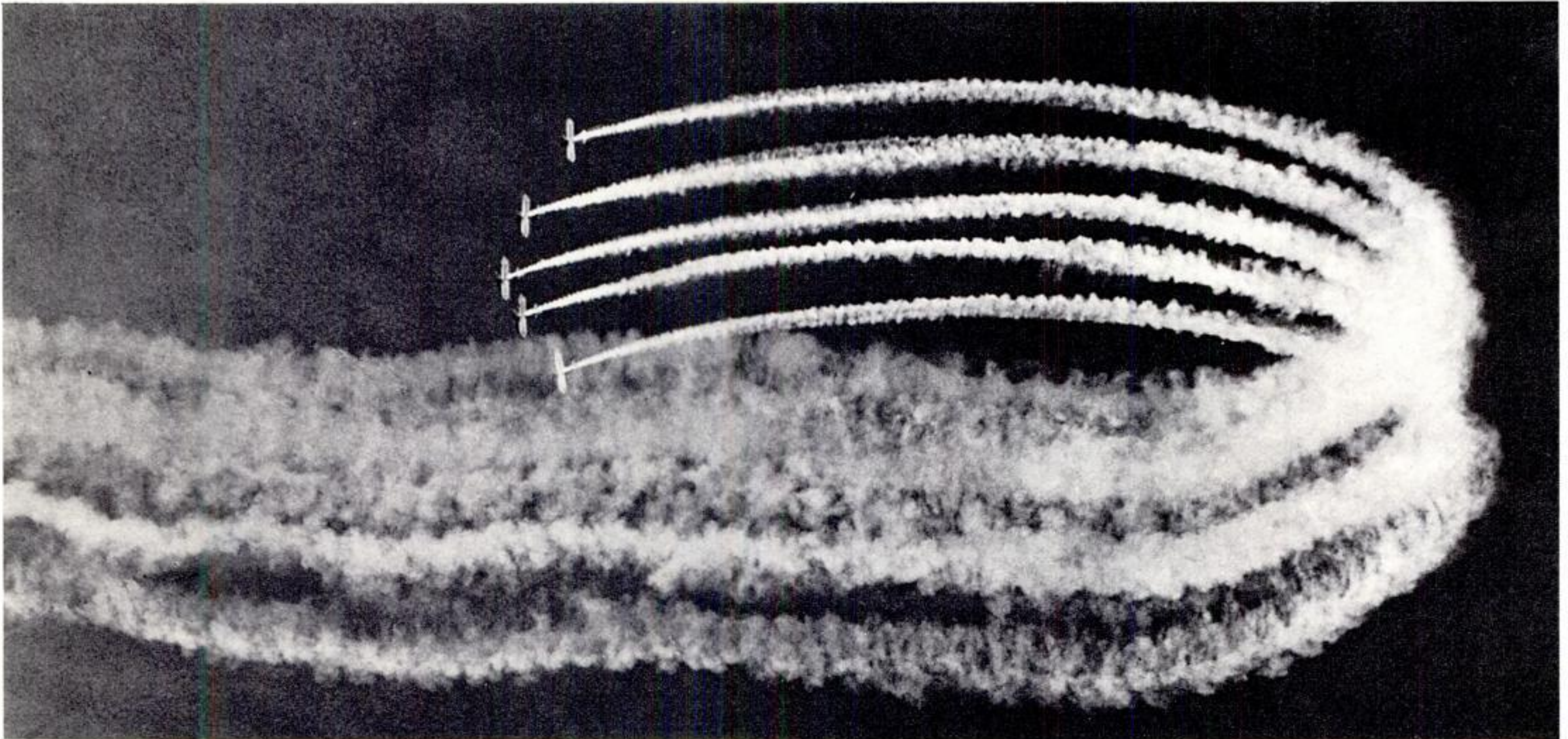
HIGH LIGHT FEATURES: 1. New 93-h.p. "Economy Engine." 2. New ride... with 14 "Float" Body Mountings and "Airplane-type" Shock-absorbers. 3. First complete Sound-Proofing. 4. Safety-Steel Body, one-piece steel top. 5. Genuine Hydraulic Brakes. Ask for Official Commercial Credit Company Finance Plan.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p.m., E. D. S. T.

DESOTO

*America's Smartest
Low-Priced Car!*

THE BRITISH AIR FORCE DISPLAYS ITS GROWING STRENGTH



The sky near London looked like this June 26, when the Royal Air Force staged the greatest display of British history. While 200,000 Englishmen and a sprinkling of foreign diplomats craned their necks, 460 fighting aircraft zoomed by, one-third of Britain's first-line planes. They dove, fought sham battles, performed aerial acrobatics, exuded

streamers of screen smoke as shown above. No less impressive was the mass "flight past" with mammoth new bombers as fleet as the fastest pursuit planes—visible confirmation of Britain's maturing air strength. Four days later a Royal Air Force pilot donned a rubber suit, flew up out of sight, came down with a new world's altitude record of 53,937 ft.

MAKE *This* YOUR HAPPIEST HOLIDAY!

Don't take any chances —
Take this extra precaution —
Take Ex-Lax with you!

HERE YOU ARE—all set for freedom! Free to come and go, to play, to dance, to ride and swim. Free for the few priceless weeks that belong to you, and you alone every year . . . *your vacation!*

But just remember that a vacation means a change from your regular habits. Change of climate. Change of diet. Change of hours. These things combine to give the normal system a bit of a shock. Constipation often comes between you and a good time. And that's why that little box of Ex-Lax should be one of the *first* things you tuck into your traveling bag!

For Ex-Lax is the ideal summer laxative! Unlike harsh, violent cathartics, Ex-Lax works by the "gentle nudge" system. This system is a simple, easy, effective method of giving you a thorough cleaning out without forcing or strain. Ex-Lax just gives the intestines a *gentle nudge* at the point where con-

stipation exists. Its action is smooth, comfortable—and complete.

After taking Ex-Lax, you'll feel *clean*. You'll feel more *alive*! And you'll be grateful for the absence of stomach pains, nausea and weakness that make the action of a harsh purgative so unpleasant.

Another thing—Ex-Lax tastes just like delicious chocolate. Children actually enjoy it, and it's as good for them as it is for you. At all drug stores in 10c and 25c boxes that slip conveniently into your traveling bag.

FREE! If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax, Dept. NL77, Box 170, Times-Plaza Sta., Brooklyn, N. Y.

When Nature forgets — remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE



LET'S GO TO A BROADCAST

Maxwell House Show Boat



Original Capt. Henry. Charles Winninger makes his triumphal return to Show Boat. With him comes, in addition to a bang-up cast, all the old-time color, romance, comedy and drama that made Show Boat a smash hit from the first broadcast.

It is reliably stated that there are some 24,000,000 radio sets in the United States. Thursday nights may well find 4,500,000 of them tuned to NBC's Maxwell House Show Boat.

Listeners this week will find an old friend greeting them with a familiar, hearty "Come Aboard, Folks . . . Your Ticket of Admission is just your loyalty to Maxwell House Coffee."

For Charles Winninger, Show Boat's original, famed Captain Henry is back. With him has come one of the biggest permanent casts on the air, some of the finest entertainers from stage, screen, radio and opera.

Such personalities as Jack Haley ("Good News," "Take A Chance," "Wake Up And Live"), Nadine Conner (radio), Thomas Thomas (Metropolitan Opera), Virginia Verrill (radio and screen), Warren Hull (stage and screen), Meredith Willson's Orchestra promise new fame for Show Boat, many hours of exceptional entertainment for Show Boat listeners.

Copyright, General Foods Corp., 1937



Jack Haley. Already an established star in Hollywood and on Broadway, comical Jack makes his first excursion into radio. Famed for light, breezy, easy-to-take comedy, critics foresee for him quick stardom in his Show Boat role.

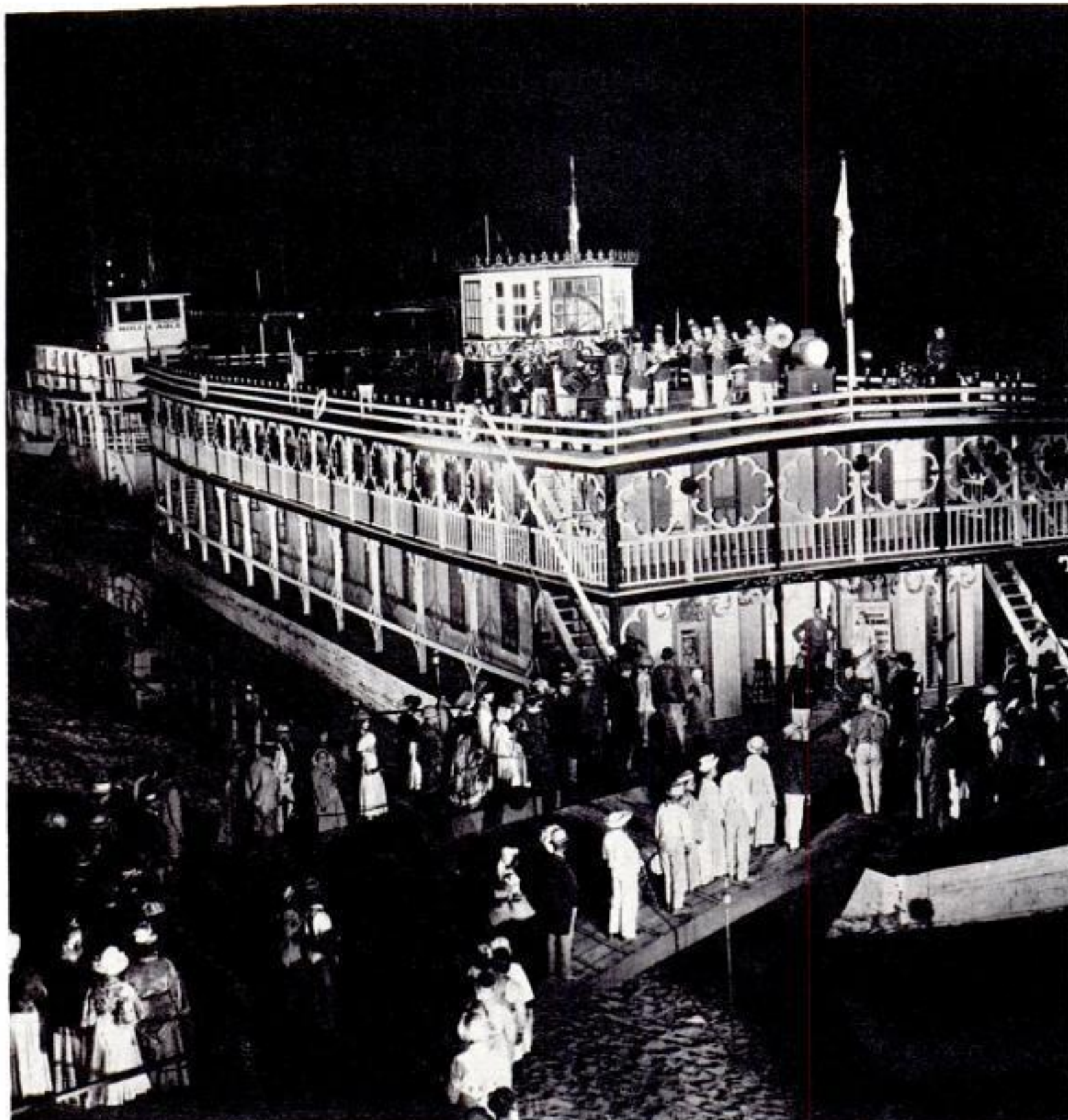


Photo Courtesy Univ. Pictures

Floating theatres called Show Boats, for many years traveled the Mississippi and other rivers, bringing to many towns their only form of entertainment. It is the type of show given on these floating theatres that serves as a model for radio's Show Boat. Here are gathered stars from all parts of the entertainment world, welded into one harmonious whole by the labor of script writers, directors, and radio engineers.



Audiences like these jam-pack the too-small studio when Show Boat goes on the air. Their reaction as they laugh at Haley's humor, listen with rapt attention to Nadine Conner or Thomas Thomas, gives Capt. Henry a quick impression as to how you are enjoying the program in your favorite easy chair at home.



Behind the glass curtain author, producer, engineer can grumble, kick, cheer without disturbing rehearsals going on in the studio. They hear the program broadcast in their sound-proof cubby just as you hear it in your home. Thus they are able to check details, cut, edit, re-write scripts, control microphone volume so that you get a perfect show every Thursday night.



Good fellow! Genial, well liked is Warren Hull, known as well on Broadway as in Hollywood. Now Capt. Henry's No. 1 salesman for rich, mellow, roaster-fresh Maxwell House Coffee.



Songs of love and romance come gaily from the throat of Nadine Conner. Chosen last year to sing on CBS's Open House program, she has quickly become one of radio's first ladies of song.



First time Metropolitan Opera officials heard Thomas L. Thomas, they gave him a contract. Radio quickly begged for his services, quickly recognized him as one of radio's leading baritones.



Try it again! Herschel Williams directs Show Boat rehearsals. Long, arduous, they often last 30 to 40 hours, over 4 or 5 days, result in a full hour of top-notch radio entertainment.



Genius at work. Few indeed are those who deny the title to Meredith Willson, conductor of Show Boat's orchestra and onetime soloist with Sousa's Band, with the New York Philharmonic.



Ghost voice. Virginia Verrill's first job was doubling for voices of cinema stars; followed a screen contract, fame as a blues singer. Favorite sport, swimming. Favorite job, singing on Show Boat.

Stop fooling
with your teeth



CLEAN INSIDE TOO

• You've too much to risk. Bulky, old-style brushes can't reach the very place where dangerous tartar forms. See how Tek fits. Professionally small-shaped. Cleans INSIDE curves as easily as outside. Pure, springy, long-life bristles. Remember, Tek Jr. for the children.

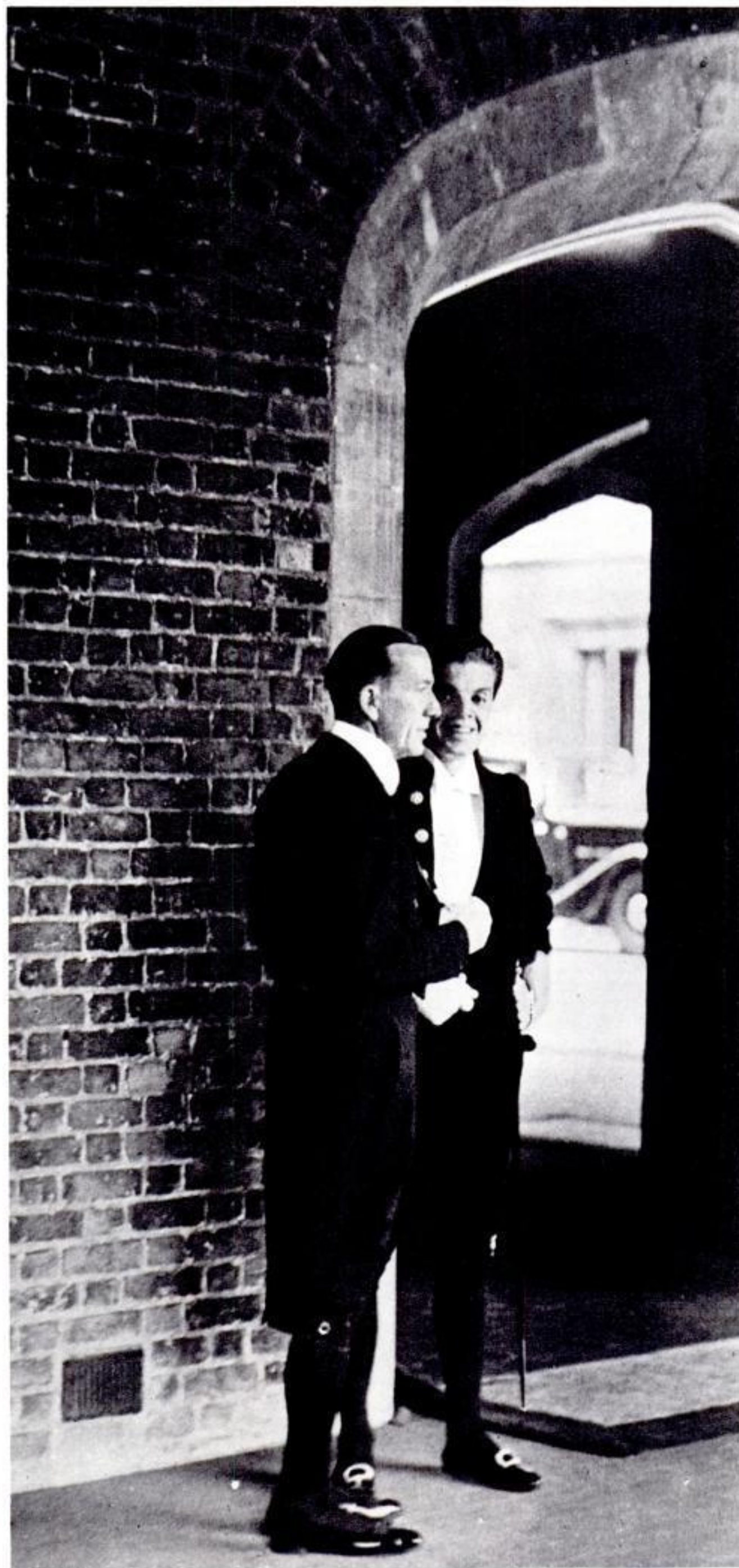
Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

Tek
TOOTH BRUSH

NOEL COWARD GOES TO KING'S LEVEE

at St. James's Palace in a pair of knee breeches

Noel Coward is one of the busiest Englishmen alive. Within the past two years he wrote his autobiography (*Present Indicative*), composed nine one-act plays, presented them in London, hurried to New York, directed and acted them again for 15 weeks (*LIFE*, Dec. 7). At the end of that time Coward had increased his \$5,000,000 fortune by \$75,000, damaged his health by nervous exhaustion. His plays were closed and the world's most prolific playwright sailed off to Bermuda for rest. Now vacationing in Austria, he will write no more plays for a year. Prior to going there from London he rose early Tuesday morning, June 22, donned knee breeches and tails, made an appearance at George VI's levee at St. James's Palace. He is shown below (at left) talking to a friend immediately after.



"IS MY FACE GLAD!" SAYS BOB HOPE



1—Hotcha, I'm going to give this new Gem a work-out!



2—Golly, I missed my whiskers!



3—No I didn't! They're off—smooth as a billiard ball.



4—Boy, Gem makes me shave like a master barber.

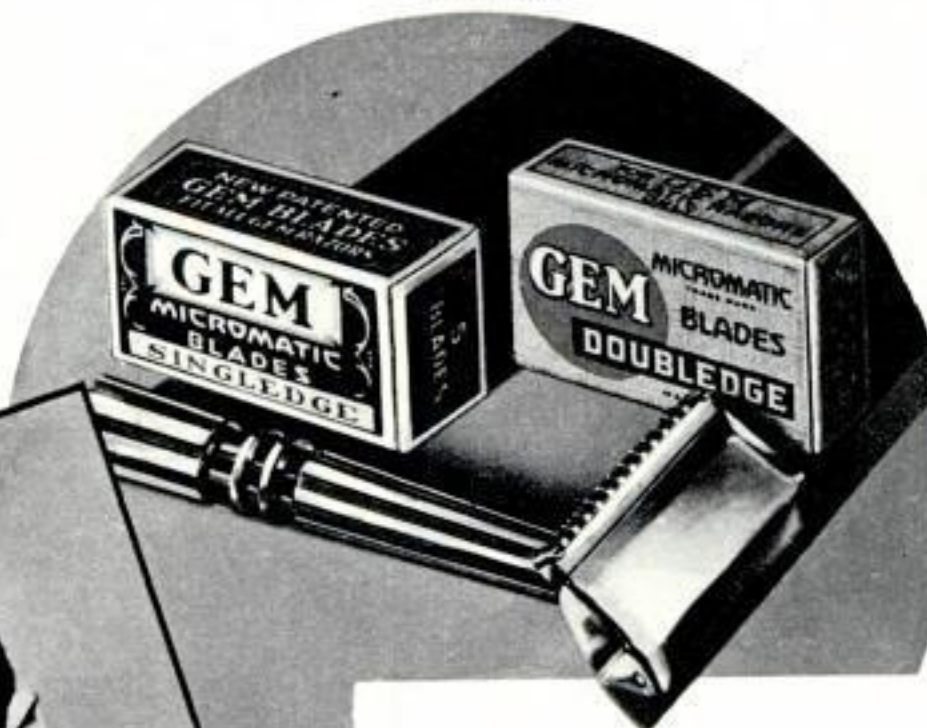


5—See how easy it opens—just a twist of the handle.



6—I've never seen a razor clean and load so quickly.

7—Twelve hours later—ready for my Woodbury Rippling Rhythm Broadcast—I'm still neat as a pin!



\$660,000 SHAVE!

Gem's face-fitting bevel *compels* you to shave with master barber's long, gliding stroke. This is just one of Gem's exclusive features that cost us over \$660,000.

A TIP TO COMFORT

No other razor has Gem's face-fitting bevel! No other razor has dual-alignment which locks the blade rigid at 5 points! No other razor uses Gem Micromatic Blades—stropped 4840 times to a super-keen edge!

End face-torture—today get a Gem Razor and 5 blades for \$1.00 from your nearest dealer—or send coupon below for special 25¢ "PROOF" OFFER.

SPECIAL "PROOF" OFFER

Gem Division, American Safety Razor Corp.
Dept. LE 44, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULAR \$1.00 CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME _____

STREET _____

CITY _____

STATE _____

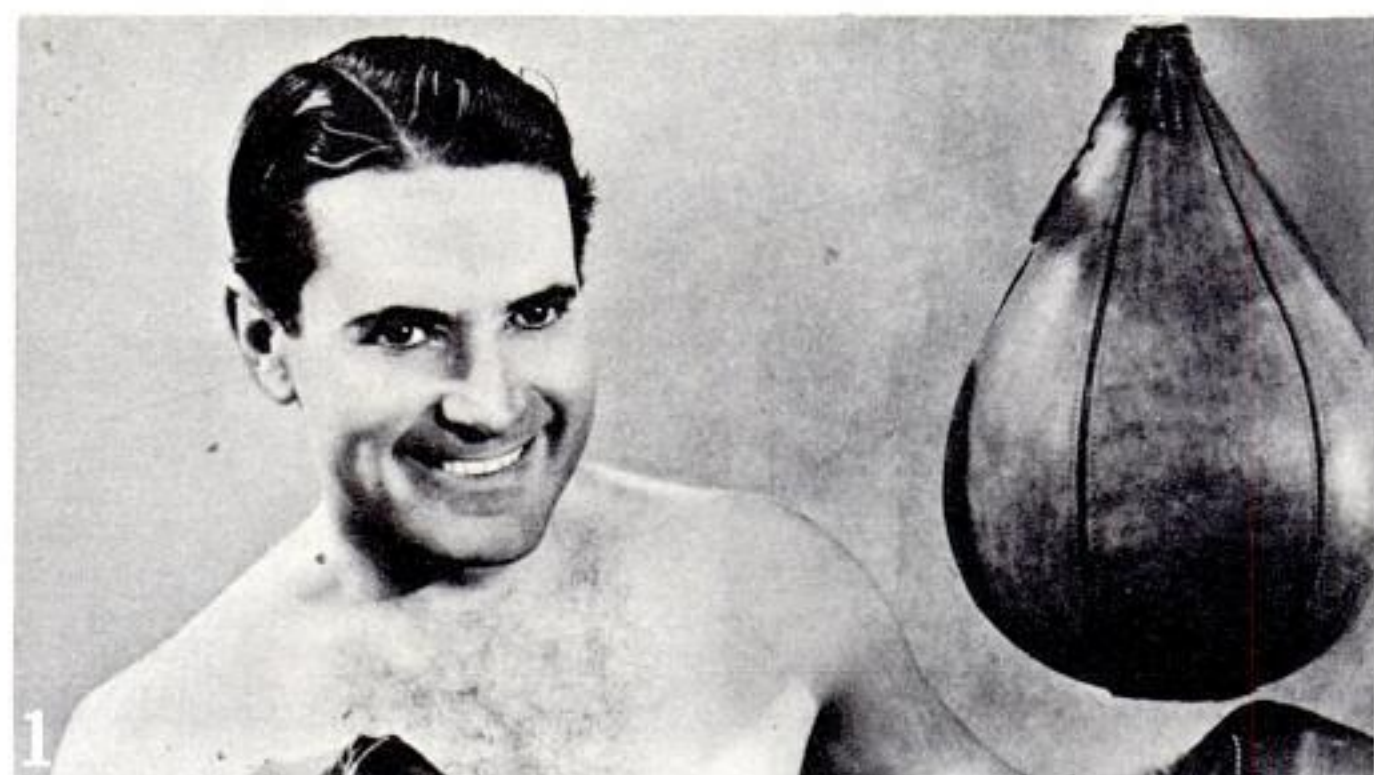
(If you live in Canada, write Mutual Sales Co., 436 Wellington St., W., Toronto, 2, Canada)

Copyright 1937, by American Safety Razor Corp.

GEM

MICROMATIC
RAZOR and BLADES

Advertisement



1 Lloyd Hughes, featured in the Republic Picture, "A Man Betrayed", is caught by the camera as he...



2 ... strikes a pose with his co-star, Kay Hughes, on one of Union Pacific's streamlined trains. Union Pacific is one of the 150 American Railroads whose...



3 ... engines travel a total of 120 million miles a year using Sinclair lubricants. When you want safe, scientific lubrication for your car, go to your...



4 ... nearby Sinclair dealer's. He has a complete lubrication chart for every make and model of car. Ask him to show you the lubrication chart for your car.

THE ENGLISH MAKE A PILGRIMAGE in bare feet to Holy Island of Lindisfarne



Wading barefooted through water and mud, British pilgrims are led by a vicar across two miles of low-tide flats to Lindisfarne, the Holy Island off the Northumberland coast. Here St. Aidan landed 1,300 years ago to restore Christianity to Britain.



Before an ancient wooden cross the pilgrims kneel in prayer in a meadow of flowers. Later they attend services at the little Shrine of St. Cuthbert, who was Bishop of Lindisfarne in 686 A.D. Nearby are the stone ruins of a splendid medieval priory.



At twilight, when the tide comes rolling in to cut the Holy Island from the mainland, the weary pilgrims board a cart and are driven home over the trail of early saints. Holy Island is famous today as a sanctuary for sea birds of the Atlantic.

Advertisement

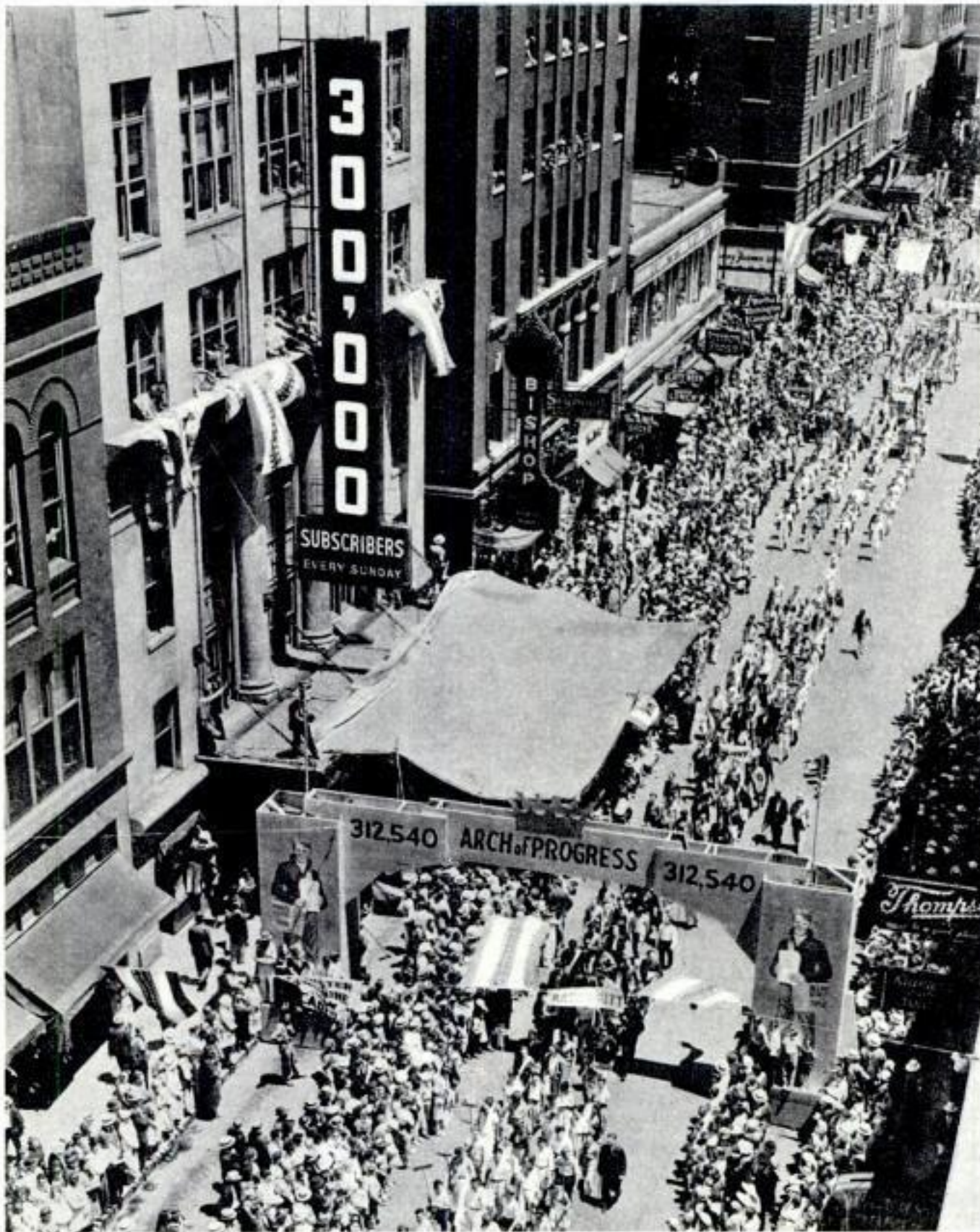


IOWA GOES TO A PARTY

Boy paradise! Ten special trains . . . countless cars and busses . . . bands . . . free circus, league baseball and amusement park . . . a mile-long colorful parade . . . stunts . . . excitement—all a youngster could imagine in one day—that was the Eighth Annual Des Moines Register and Tribune Carrier Salesmen's Convention in Des Moines, June 14, largest in the world.

And advertisers' heaven also because these same 4,886 carrier salesmen home-deliver* The Register and Tribune to almost half Iowa's families . . . enable "A" schedule selling messages to capture a rich market of 2,470,939 people at lowest milline rates in Iowa (\$1.76 Sunday; \$1.72 daily).

*Each carrier salesman provided a substitute to serve customers June 14.



It's a Tom Collins only when the gin neither smells nor tastes in the finished drink

A GIN DRINK (according to American ideas) is a mixed drink. It should be as perfect a mixture as champagne. All champagne contains brandy and wine. But you don't taste or smell the brandy or the wine—it's champagne.

It's the same with a Tom Collins. You shouldn't taste or smell the gin. It should mix.

Fleischmann's Gin is distilled especially for mixing by a flavor formula known only to our "inner circle" and a safe. When you order a cocktail or Tom Collins, say: "Make it with Fleischmann's."

Distilled from American grain . . . 90 Proof.
The Fleischmann Distilling Corporation,
Peekskill, N. Y.

*The real
American Mixer*



4/5 QUART

Fleischmann's Distilled Dry Gin

Copyright, 1937, by The Fleischmann Distilling Corporation

Would you take this "LONG CHANCE"
..... deliberately?



WHAT car owner would deliberately risk his life by attempting so hazardous a feat as the one pictured above? Yet thousands, by driving on unsafe tires, are daily taking just as "long chances."

The twin dangers of *skid* and *blow-out* give no warning. They leave no loophole of escape. The skilled driver and the "Sunday" driver are equally helpless. Safety lies in the choice of tires that provide the maximum of protection . . . against these two ever-present dangers.

The amazing new Fisk SAFTI-FLIGHT tire assures you *plus-protection* . . . both in the *skid* zone and in the *blow-out* zone. Its revolutionary new tread design is made up of hundreds of flexible cleats which multiply tremendously both traction and braking power. SAFTI-FLIGHT *stops your car faster* on wet or slippery road surfaces . . . in a straight line. Fisk Anti-Friction Cord fabric in every ply and Fisk patented methods of construction produce a tire that generates less heat (chief enemy of tires) and so affords invaluable "Plus-Protection in the Blow-Out Zone."

Different from any tire you have ever seen, the superiority of Fisk SAFTI-FLIGHT Tires can be appreciated only after you examine them and ride on them. See the nearest Fisk dealer or write us for free booklet G.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.

Copyright 1937, The Fisk Tire Co., Inc.

FISK

PLUS-*Protection* IN THE SKID ZONE ★ ★ PLUS-*Protection* IN THE BLOW-OUT ZONE

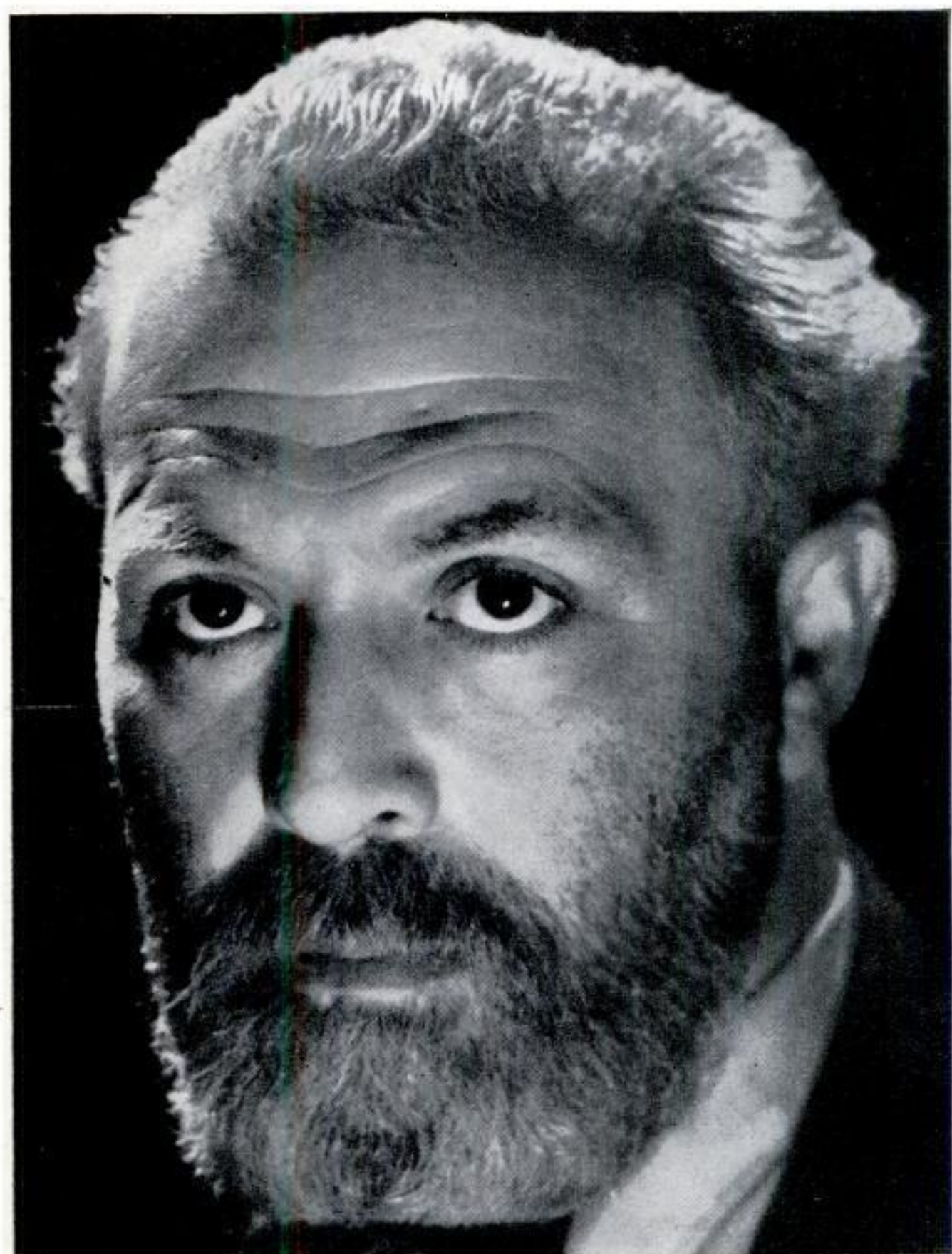
A JEW BECOMES AUSTRIAN NAZI IDOL

Till he reveals himself as Exiled Berlin Actor



LEO REUSS

A shaggy Tyrolean peasant appeared before Director Max Reinhardt in Salzburg, Austria, last summer and asked for an audition. So convincing was he that he was hired on the spot. In Vienna, he made the dramatic sensation of a decade and Kaspar Brandhofer, the "earth-rooted 100% Nordic" peasant actor, became the idol of the Nazi press. To their dismay, Brandhofer disclosed that he was no Nordic, but Jewish Actor Leo Reuss (*left*), barred from the Berlin stage because of his race.



With bleached hair and beard, Leo Reuss so disguised himself that not even his former director, Reinhardt, recognized him under the alias of Kaspar Brandhofer.

In a Viennese court the disguised actor was fined for "living under a false name." He did it, he said, to prove that talent, not race, makes an actor. Since the Nazi critics now belittle him, he may act *Macbeth* in New York next fall.



LET *Dick Powell* TELL YOU HOW TO MAKE YOUR TEETH SHINE LIKE THE STARS'!



"Camera!" Powerful 2000-watt lights are poured on the star's face and teeth! A gruelling test, indeed! Teeth *have* to sparkle and shine naturally. Therefore, the choice of a dentifrice is an important matter in Hollywood. It is significant that many of the most famous stars have chosen *Calox Tooth Powder*. Take a cue from Hollywood! Make your teeth "shine like the stars'."

Dick Powell, famous Warner Bros. star. See him in his latest picture, "**THE SINGING MARINE**." ...Dick says: "I've never heard of any dentifrice that cleans and polishes the teeth better than *Calox Tooth Powder*. Here in Hollywood it's considered 'tops'."

Why Hollywood says "O. K."

- 1. CALOX GIVES "HIGH-LUSTER" POLISH.** Five scientifically approved polishing ingredients get to work! Teeth start to sparkle!
- 2. CALOX IS DOUBLE SAFE BECAUSE IT IS... DOUBLE SIFTED** through 100-mesh screens. It cannot contain any grit or pumice.
- 3. CALOX RELEASES OXYGEN.** Oxygen is Nature's own purifying agent.
- 4. MADE WITH PRESCRIPTION CARE** by McKesson & Robbins, who have supplied fine drugs to physicians and hospitals since 1833.



THE CAMERA OVERSEAS: A RUSSO-JAPANESE FLAREUP LIGHTS A REMOTE JEWISH HAVEN



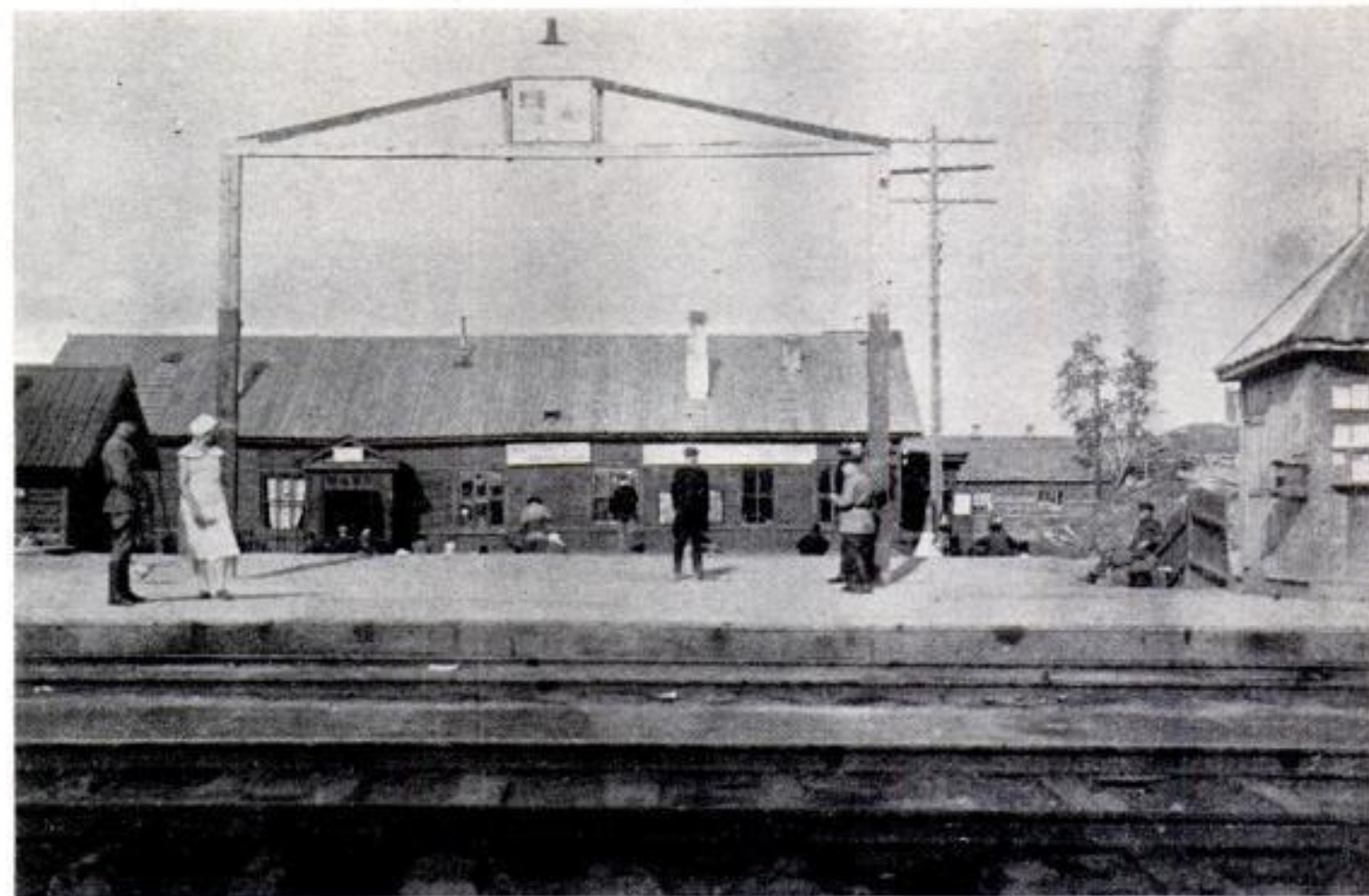
Headlines of WAR in the world press briefly echoed a burst of shots that rolled across the wild, majestic Amur River on the Siberian-Manchukuoan frontier on June 20. For two weeks Russia and Japan, which dominates Manchukuo, accused one another of having committed an act of invasion. But it was clear that Russia had promised to remove its troops from an Amur River sand bar, had not done so and that Manchukuoan artillery had sunk a Russian river gunboat, killed 37 Russians. All this illuminated the fact that only 140 miles downriver from the sand bar lay a Russian Jewish Autonomous Region called Birobidjan (see map below). For nearly ten years Soviet Russia has been trying to ship Jews into this wild and rich

region insulating the Trans-Siberian Railway from Manchukuo. In case of war between Russia and Japan, Japan must try to cut the Trans-Sib and that means an invasion of Birobidjan. Manchukuo has just finished a new railroad pointed toward Birobidjan. On these pages are pictures of Birobidjan, named for its two chief rivers flowing south into the vast Amur.

Birobidjan is not only strategic but valuable. Timber, furs, fish, gold, coal and iron make it a second Alaska to replace the one Tsarist Russia sold the U. S. in 1867. It is wild, however, and gregarious, city-bred Jews have fled it nearly as fast as they have arrived. At left is scholarly Chairman Lieberberg of the Birobidjan Executive Committee.



Birobidjan, as big as South Carolina, was made an Autonomous Jewish Region May, 1934, with one delegate on the Soviet Council of Nationalities. Hostile, Japanese-dominated Manchukuo lies south across the Amur River. The June 20 Incident exploded 140 miles upriver.



The Trans-Siberian Railroad's main line runs through Birobidjan toward Khabarovsk and Vladivostok (Russia has built an alternate road farther north). Above is the old Trans-Sib station in Birobidjan, signs in Yiddish and Russian, portraits of Lenin and Stalin.



Main street in Birobidjan is named Kalinin (above) for Russia's President. The hamlet below is named Stalinsk for Russia's Dictator. At the right is the entrance to a newly-opened Birobidjan kosher restaurant, so labeled in Yiddish on the right pillar, in Russian on the left.

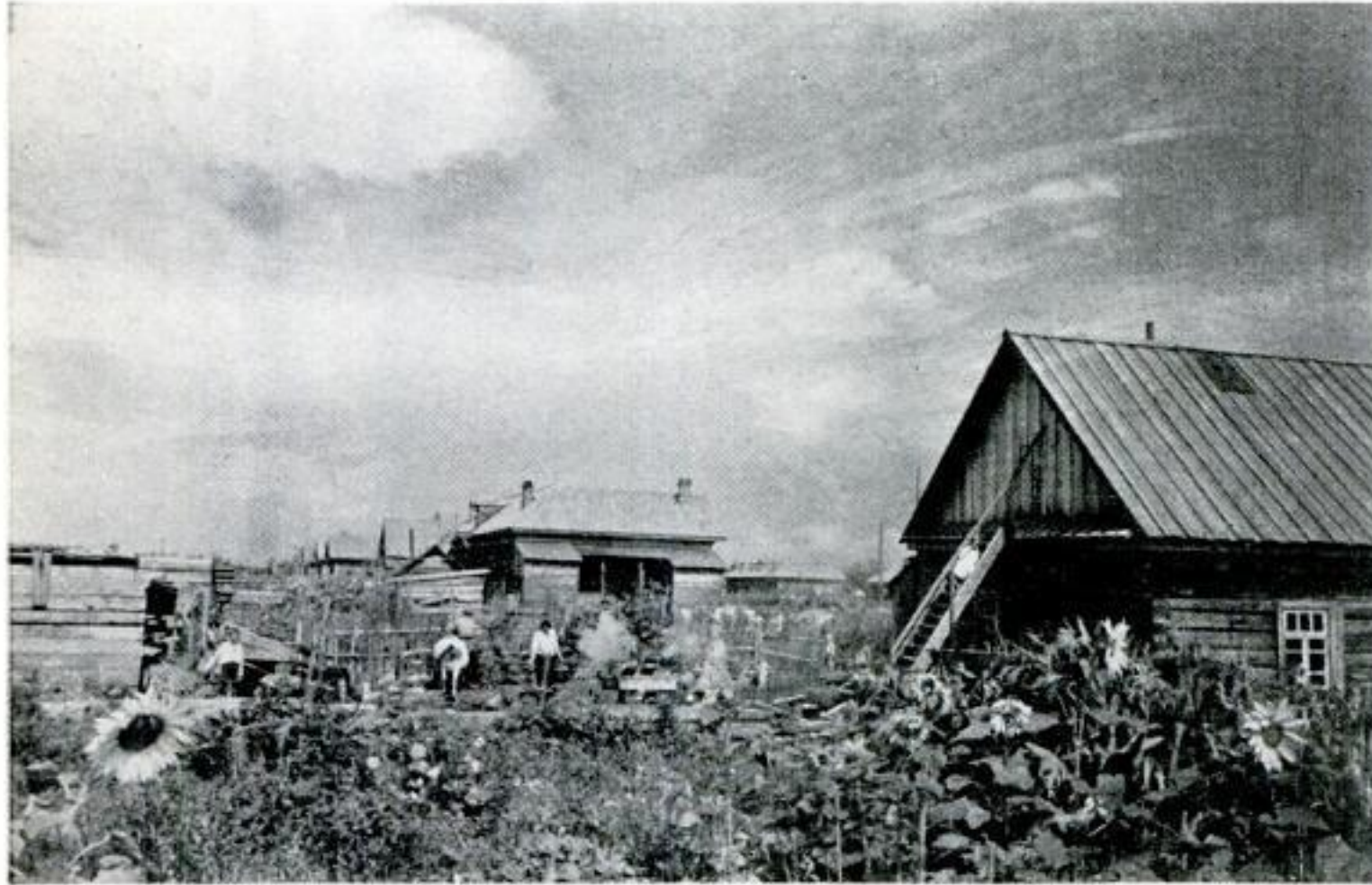




A non-Jewish colonist is Lazar Ugodnikov, collective farm beekeeper. Because Birobidjan is blanketed with flowers, honey is a prime product. Of its 50,000 colonists, 30,000 are Russians, 12,000 Jews, 4,500 Koreans, 3,000 Ukrainians and 1,000 Chinese.



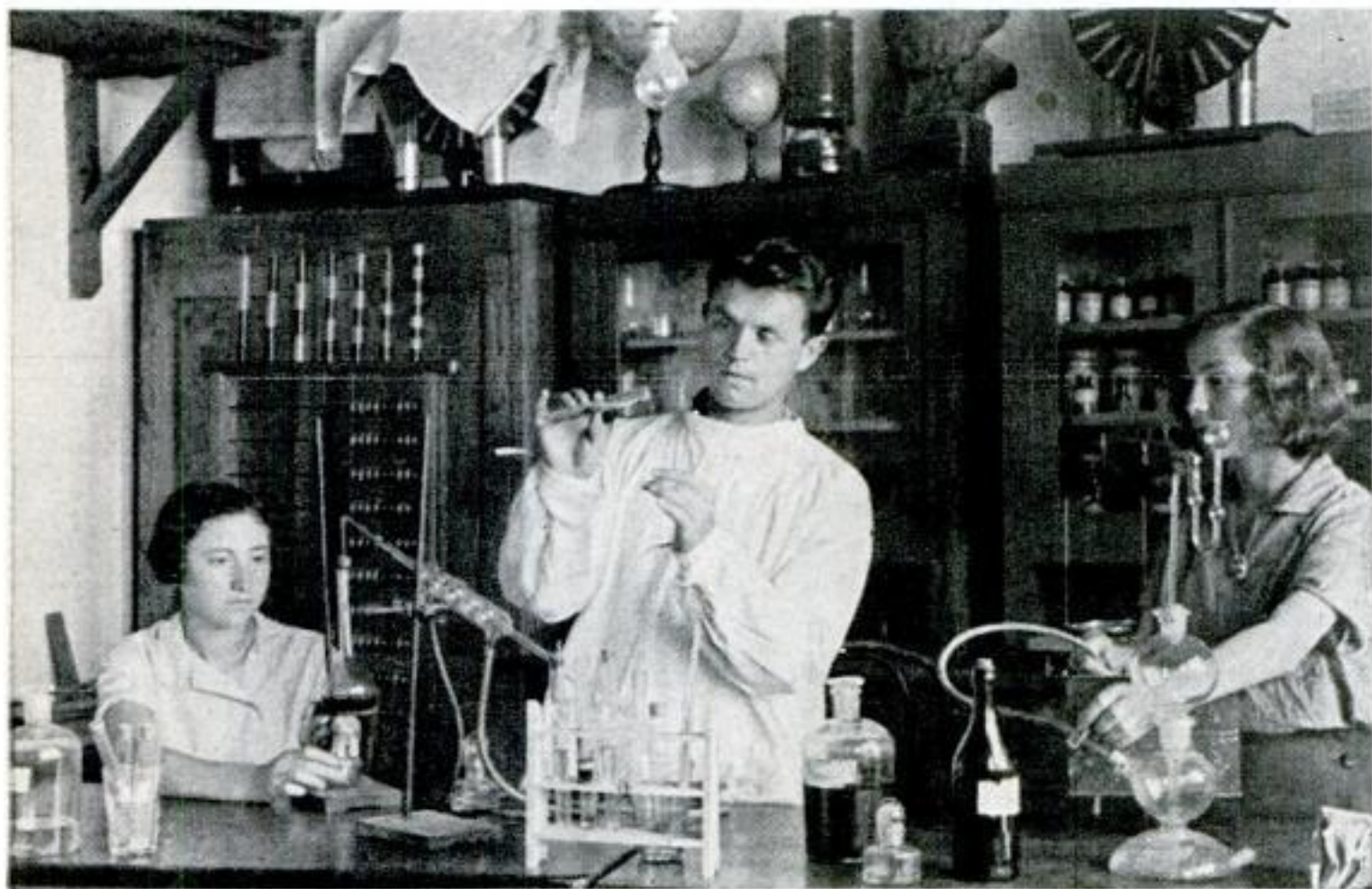
These lively Jewish children are typical of the Jewish families that have stuck out Birobidjan's bitter winters, frontier loneliness and savage wilderness. A discouraging story was that on the day Birobidjan was made autonomous, a Siberian tiger ate the only Jewish policeman.



Farmer's back yard on the Waldheim collective. Notice the huge sunflowers which contribute to the fine Birobidjan honey. Finding that Jews did not take to unadulterated farm life, Russia has also tried to develop Birobidjan industrially (see below).



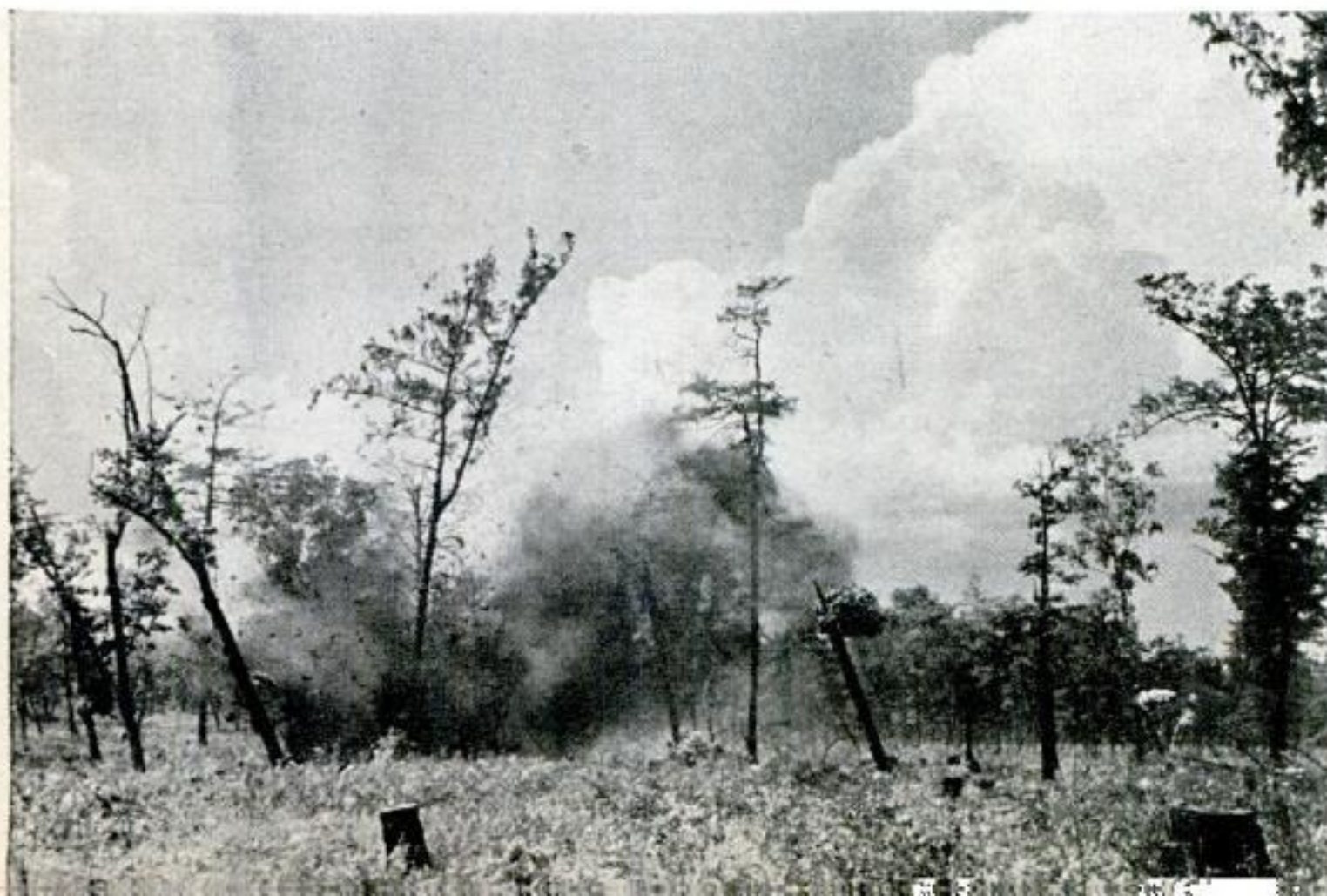
A sport field day in Birobidjan city brought into the dirt street this procession of long-legged young Jewish athletes. This is more typically Soviet Russian than it is Jewish and many a Zionist Jew has denounced Birobidjan as a low Communist attempt to destroy the Jewish soul.



Jewish institutes of medicine, mining and teaching, 14 hospitals, a prefabricated-house factory, eight motion picture theatres, 16 libraries, two newspapers, make Birobidjan civilized. When it gets 38,000 more Jews, it will become a Jewish Soviet Republic.



Birobidjan teachers include (above) two Jewesses, two Russians and a Chinese. There are 93 primary schools, 22 intermediate schools, 42 kindergartens. Below, left and right, are shown the clearing of forest land by blasting and Brigadier Zorel of the Stalinfeld Collective Farm.



THE CAMERA OVERSEAS: A FORBIDDEN CAMERA CATCHES THE FRENCH SENATE IN A CRISIS

The French Chamber of Deputies is an "ordinary assembly." The Senate is a "club." On this page are the first pictures ever taken of the Senators in the *couloirs* ("corridors"), while animated by the excitement of maneuvering Socialist Premier Léon Blum out of office. Leaders of the anti-Blum bloc were representatives of the propertied

middle classes, such as Laval (*top, left*) and the peerless parliamentarians (*top, right*), Pietri, Merlin and Loubet. The time: Sunday evening, June 20, just before the Senate again voted down Blum's demand for financial powers. Thereupon Blum resigned, leaving it to a more moderate Popular Front Premier to get France out of the financial doldrums.



EX-PREMIER LAVAL (LEFT) GETS LAST WHISPERS FROM HIS SECRETARY

THE SENATE SALLE DES CONFERENCES ON A SUNDAY NIGHT OF CRISIS



FRANCE'S THREE BEST PARLIAMENTARY TECHNICIANS IN A HUDDLE

THE PRESIDENT OF THE SENATE, JULES JEANNENEY, WEARS TAILS

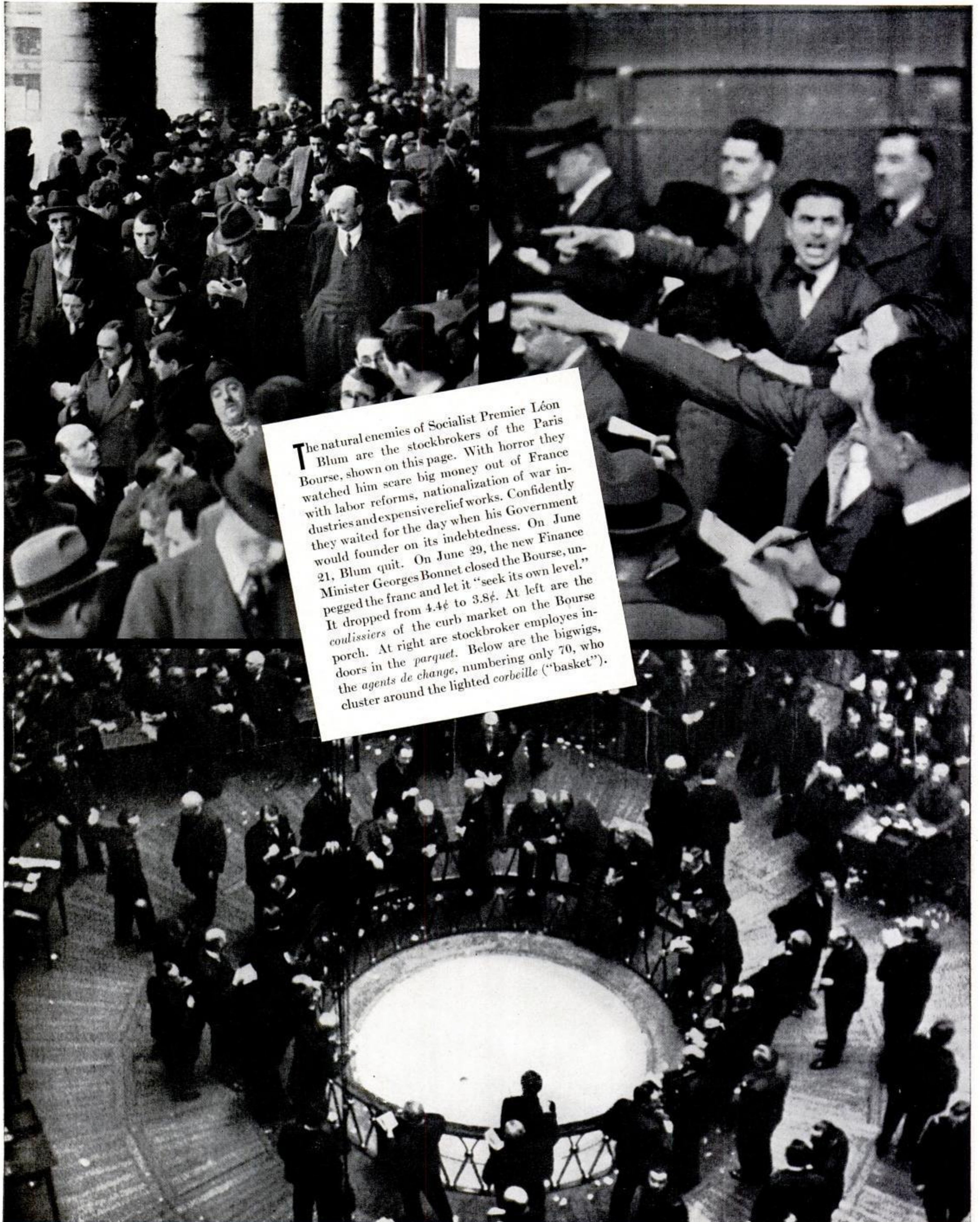




FRENCHWOMEN HAVE NO VOTE

On a mild June day this old Frenchwoman, wrapped to the ears in widow's black, brought her newspaper to the gardens of the Tuileries in Paris. For such oldsters, living on income from capital, most news in France these days is bad news, for the Popular Front is making France uncomfortable for invested wealth. On June 21 when Blum quit, she had a chance to unpurse her lips.

THE CAMERA OVERSEAS: FRENCH STOCKBROKERS BREAK ONE CABINET, GET CLOSED BY THE NEXT



The natural enemies of Socialist Premier Léon Blum are the stockbrokers of the Paris Bourse, shown on this page. With horror they watched him scare big money out of France with labor reforms, nationalization of war industries and expensive relief works. Confidently they waited for the day when his Government would founder on its indebtedness. On June 21, Blum quit. On June 29, the new Finance Minister Georges Bonnet closed the Bourse, unpegged the franc and let it "seek its own level." It dropped from 4.4¢ to 3.8¢. At left are the *coullissiers* of the curb market on the Bourse porch. At right are stockbroker employees indoors in the *parquet*. Below are the bigwigs, the *agents de change*, numbering only 70, who cluster around the lighted *corbeille* ("basket").



For safety's sake, remember:
THERE IS NO SUCH THING AS A
BLOWOUT PROOF TIRE!

"WHAT A BLITHERING IDIOT I WAS!"

LOOK at this sad picture, and ask yourself, "Am I gambling the whole future of my loved ones on the possibility that a blowout can't happen to me?" Remember, *there is no such thing as a blowout-proof tire!* The only certain protection against this dread menace is the revolutionary Goodyear LifeGuard* Tube that makes the worst blowout as harmless as a slow leak.

Tube retains enough air to keep the casing inflated — to keep the car under perfect control long enough for you to slow down to a safe stop without lurching — no matter how fast you have been driving!

Don't put off getting LifeGuard Tubes another day — their price is only a small fraction of the cost of a blowout in suffering, money and regret. *You can't buy better protection to save your life!*

Even when a tire blows wide open the LifeGuard

GOODYEAR
LifeGuard Tubes*
TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire *inside* the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

**FOR PASSENGER CARS
TRUCKS • BUSES**



"My tire blew out at 70. The tire was in ribbons and I'm sure that the only thing that kept me from turning over was a LifeGuard Tube," says Claude Fay, Deputy Sheriff, Fresno Co., Cal. "My work demands frequent high speeds, uninterrupted service. I heartily recommend these tubes to everyone who drives above normal speed."

**"I WOULDN'T DRIVE ANOTHER
MILE WITHOUT LIFE GUARDS"**

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

Eye Make-up
in Good Taste



Maybelline Cream
Mascara — Black,
Brown and Blue—
with brush in
dainty zipper bag,
7c



SOME are born beautiful—others acquire beauty. If you aren't a *natural* beauty, then the most natural thing in the world is to *acquire* beauty. Encourage yourself! Begin with your most important beauty feature—your eyes. Make your eyelashes look twice as long, twice as luxuriant—quickly, easily, with a few deft brush strokes of Maybelline. Dark, soft, silky lashes add a sparkling depth to eyes, which heightens the whole charm and expression of the face. Do as the most exquisitely groomed women of Paris and New York do—choose pure Maybelline Mascara, in either the new Cream form or the ever-popular Solid form.

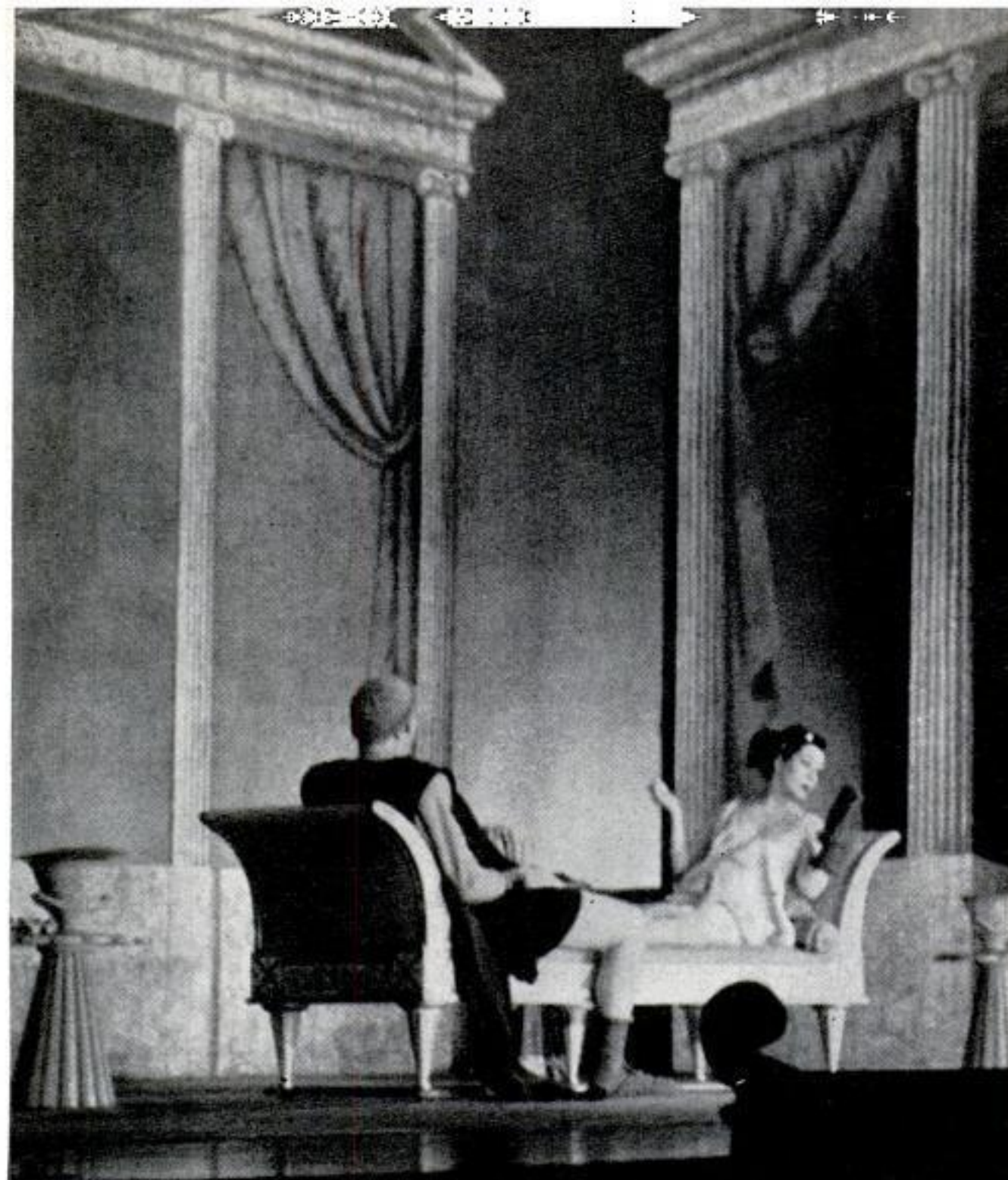
The smoothness and ease of application of Maybelline Mascaras, their naturalness of color and lack of gumminess, have won them unequalled popularity among beauty-wise women the world over. Tear-proof. Harmless. Not beady on the lashes.

Open your eyes to a new and lovelier beauty—with Maybelline Eye Beauty Aids. Obtainable at leading toilet goods counters. Generous introductory sizes at leading ten cent stores. Try them—you'll discover a totally new and enjoyable beauty experience.



Maybelline

The World's Largest Selling Beauty Aids



AS ALKMENA DARNs SOCKS, JUPITER MAKES A PROPOSITION

LUNT & FONTANNE OPEN GREEK COMEDY

Their Olympian love story rocks California

On June 23 in San Francisco, Alfred Lunt and Lynn Fontanne received 21 curtain calls for their first-night performance in a Greek comedy of bedroom manners called *Amphitryon 38*. The current version by Jean Giraudoux is the 38th dramatic rendering of this ancient legend. Lunt, as Jupiter, desirous of the lovely Theban matron Alkmene (Fontanne), assumes the shape of her absent husband Amphitryon. Successful, he is chagrined after a night with Alkmene to find he has made only a conubial impression. When he visits her again, now as a god, she resists him, preferring humdrum mortality and morality to Olympian amorosity. Cosharers in the Lunt-Fontanne success, which the Theatre Guild will bring to New York next autumn, are S. N. Behrman, who adapted the play from the French; Lee Simonson (settings); Sam Barlow (music).

ON JUPITER'S SECOND VISIT, ALKMENA IS FRIENDLY BUT CHASTE



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Can Now Own An

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A new low price, made possible by modern manufacturing methods, brings this simple, yet exact visual meter within the budget of every photographic fan.

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"At the Sign of the Camera"

TRY A COOLING
RUM COLLINS
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90 PROOF • STRAIGHT
NEW ENGLAND RUM

WRITE FOR
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WINTER-LONG HOLIDAY ROUND THE WORLD

*See it Amply, Leisurely, Luxuriously
in 128 Days*

Let the famous *Empress of Britain* whisk you away from Winter, next January 8, on the world's supreme adventure . . . to 108 different places, with 57 exciting days in port . . . four full months of luxurious travel!

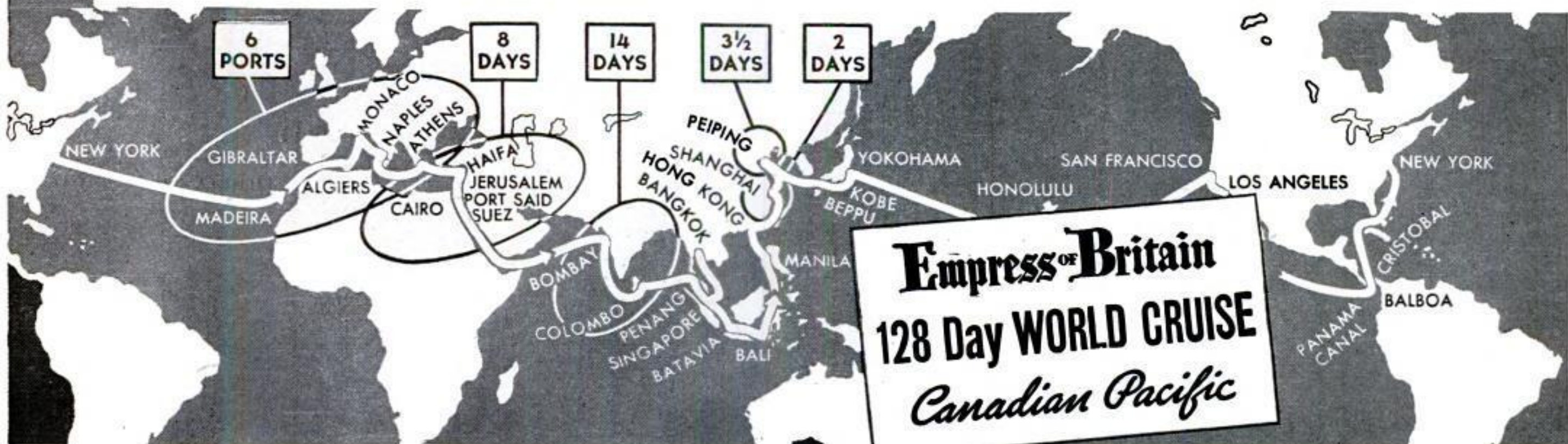
The great *Empress* will take you through the sparkling Mediterranean . . . Algiers, Monaco, Naples, Athens . . . then on to visit the Holy Land and Egypt. She will show you the wonders of India from her own private trains . . . the ancient civilizations of the East . . . the unspoiled beauty of Bali. You'll see China, with an inland trip to Peiping . . . Japan and glamorous Hawaii. You'll see the world as you've always wanted to see it!

Fares as low as \$2300 (128 days—\$18 per day), including exceptional shore programme. Get itinerary and fare schedule from YOUR OWN AGENT or Canadian Pacific: New York, Philadelphia, Chicago, San Francisco, Montreal, and 36 other cities in U. S. and Canada.

From New York January 8, 1938



Top: two 12-year-old girls of Bali dance the sacred "lelong."
Above: more space on the *Empress* . . . to enjoy every sunny hour of cruising.



NEWSREEL SHOWS SOUTH CHICAGO MEMORIAL DAY RIOT IN WHICH TEN WERE KILLED

Senate committee conducts an investigation by pictures



Senator La Follette examines a photograph of the riot. Testimony revealed that all ten of the dead demonstrators were killed by police bullets, that seven were shot in the back.



Police captains in command at the riot were Thomas Kilroy (above), and James L. Mooney (below). Under Senate questioning, both stuck to the story their men fired in self-defense.

Something bloody and terrible happened on a field in South Chicago, Ill. last Memorial Day. The known facts are these: At 4 p.m. a crowd of between 1,000 and 2,500 C.I.O. sympathizers, including women and children, began a march toward a Republic Steel plant which was crippled by the steel strike but still running. About a block from the plant gates they encountered 120 to 300 Chicago policemen lined up across a strip of open field. A battle ensued in which ten demonstrators were killed and more than 100 other persons, including 23 policemen, were injured (LIFE, June 14).

Police claimed that the demonstrators were armed, had started the battle with a shower of missiles and a shot or shots. The demonstrators claimed that they had approached peacefully, been met by an unprovoked barrage of tear-gas bombs and revolver shots. Chairman Robert M. La Follette Jr. of the Senate Civil Liberties Committee promptly set out to hear the varying testimony, study news pictures of the battle, determine exactly what had happened and who was to blame. Most important evidence was a newsreel taken by a Paramount photographer. Paramount officials refused to release the film for public showing because they feared it would inflame movie crowds, start riots. Senator La Follette subpoenaed the film and on July 2 showed it in a Capitol committee room in Washington. Simultaneously it was released throughout the land. The film lasts six minutes, is accompanied also by the actual sounds of the battle—shots, screams, yells. The pictures below and on page 73 are sequences from the film.



This is what Senators saw on the screen



C. I. O. DEMONSTRATORS AND CHICAGO POLICE COME TOGETHER BEFORE REPUBLIC STEEL PLANT. AN ARGUMENT ENSUES OVER PICKETING THE PLANT



WHILE CAMERAMAN CHANGES LENSES, THE BATTLE STARTS. NEXT SHOTS SHOW POLICE CHARGING C. I. O. CROWD WITH CLUBS, GAS BOMBS, REVOLVERS



DEMONSTRATORS BREAK AND RUN. POLICE FLAIL LAGGARDS. ONE MAN FALLS TO THE GROUND, AS IF SHOT. POLICE CLUB HIS PROSTRATE BODY



A PLACARD-BEARER ON GROUND (LEFT) WORKS HANDS AND FEET FRANTICALLY TO WARD OFF CLUBS. WHEN BLOWS FALL, HE OPENS MOUTH, YELLS



POLICE CLUB AT HER BACK (ABOVE), A BLEEDING GIRL IS HUSTLED INTO PATROL WAGON. BELOW, A DYING DEMONSTRATOR HAS PULSE TAKEN





Now let us MEN come through

Women have used MUM for years largely because men preferred them that way. They've been fair.

But women have their rights, too.

They'd like for men, also, to use MUM. They'd like just that little extra touch of thoughtfulness on our part.

Let's be fair, too.

MUM is a pleasant, inviting, fragrant cream, which harmlessly annuls perspiration odor for a day, without interfering even slightly with perspiration itself. It's fun to use—not a hardship.

Only a split second is required to apply two dabs underarm, which is where most of the perspiration trouble occurs, due to the way we wear our arms close to our bodies and are stuffy with clothes at the hinges.

Use MUM a few times with will power, and then it becomes a subconscious habit. Even washing our faces took will power the first few times, you know.

A lot of men who are scrupulously well-bathed still need MUM, because a bath may last only thirty minutes against perspiration offensiveness.



Women know. So let us men wise up.

Another good use for MUM is to touch it to the feet to keep 'em comfortable and to keep hose and shoe linings fresh.

The way to start is to start. Rip off the corner of this page and send your name NOW for a free sample to Bristol-Myers, Co., Dept. Q1-77, 630-A Fifth Avenue, New York City.



MUM TAKES THE ODOR OUT OF PERSPIRATION



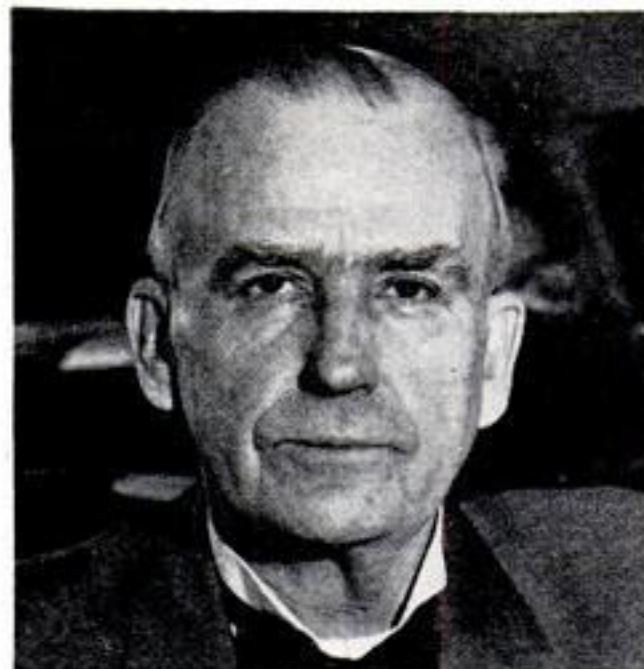
Private Lives



Mrs. Calvin Coolidge, widow of the late President, first visited Washington in 1912. Her husband was Mayor of Northampton, Mass. at the time, and she was chosen to chaperon the Northampton High School senior class on a trip to the Capital. Her services were remembered when she was recently asked to the class's 25th reunion, sported a '12 hat.



Mrs. J. Borden Harriman, the voluble new U. S. Minister to Norway, arrived in Oslo, quietly presented her credentials to King Haakon. When on taking office in May she started giving a frank interview with reporters, a State Department aide promptly shushed her. When she was interviewed on her arrival in Norway the U. S. Consul shushed her.



Wilbur Glenn Voliva, General Overseer of the Christian Catholic Apostolic Church in Zion City, Ill., thinks that the world is flat and that Hell is a subterranean lake of fire somewhere between Chicago and China. Recently the 350-room building in which Voliva and 200 disciples live mysteriously caught fire, was saved with minor damage.



James Rowland Angell, president emeritus of Yale, has taken a \$25,000 job with N. B. C. as educational counselor. No stranger to off-campus activities, Dr. Angell was once president of Carnegie Corporation, is a N. Y. Life Insurance Co. director. In 16 years at New Haven he helped Yale quadruple its endowment, has trouble balancing his checkbook.



Evelyn Hazen was the campus beauty at University of Tennessee in 1916 when Ralph P. Scharringhaus began to court her. For 21 years Scharringhaus was an ardent wooer but a laggard groom. Concluding at long last that her beau's intentions weren't serious, Miss Hazen, now 37, sued him for breach of promise, was just awarded \$80,000 heart balm.



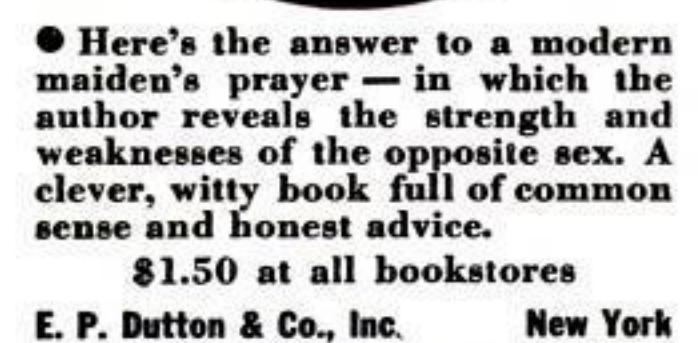
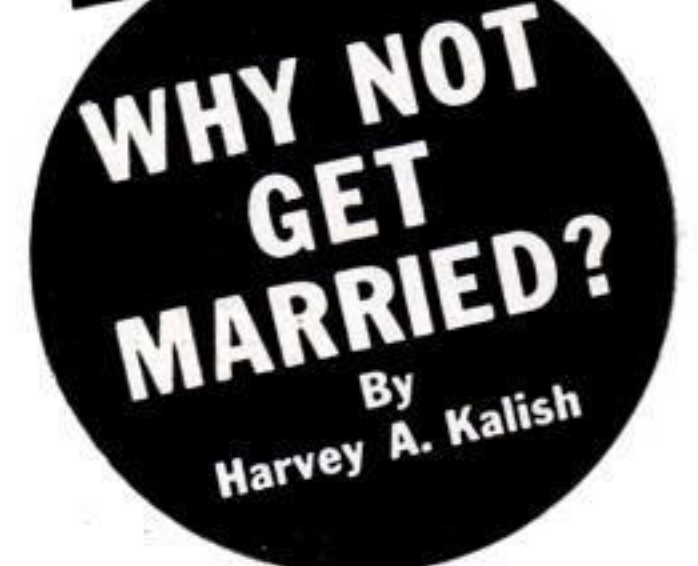
Delight Jewett, 17, Denver schoolgirl, was registered as "The Virgin Mary" at a New Mexico hotel to which she went with Father Divine Follower John W. Hunt. The latter registered as "John the Revelator," also entertained Delight at his Beverly Hills home where they sang in bed together. He has been found guilty of violating the Mann Act.



A land of glamour on cool Pacific shores . . . tropical loveliness with blankets at night . . . old Missions, symphonies under the stars, summer racing, deep-sea fishing, golf at the water's edge . . . vacation time at **SAN DIEGO**.

Go West this summer, keep cool and enjoy to the full a sheer shift in environment at **SAN DIEGO**, where California began and Mexico begins.

FREE BOOKLET on request
Address Dept. 37 JY
San-Diego California Club



LIFE IS REAL, LIFE IS EARNEST . . . but the Johnsons learn how to enjoy it

To the right you see Mr. Lewellyn Johnson greeting friend wife upon his return home from the office. Don't misjudge Mr. Johnson. He is ordinarily a pleasant fellow. The scowl and the look of anguish are simply caused by Mrs. Johnson's wailing greeting: "Lew", she cries, "I don't know what's wrong with the furnace. This house has been like a refrigerator all day long." Thus Mr. Johnson's grumble: "A fine house to come home to!"



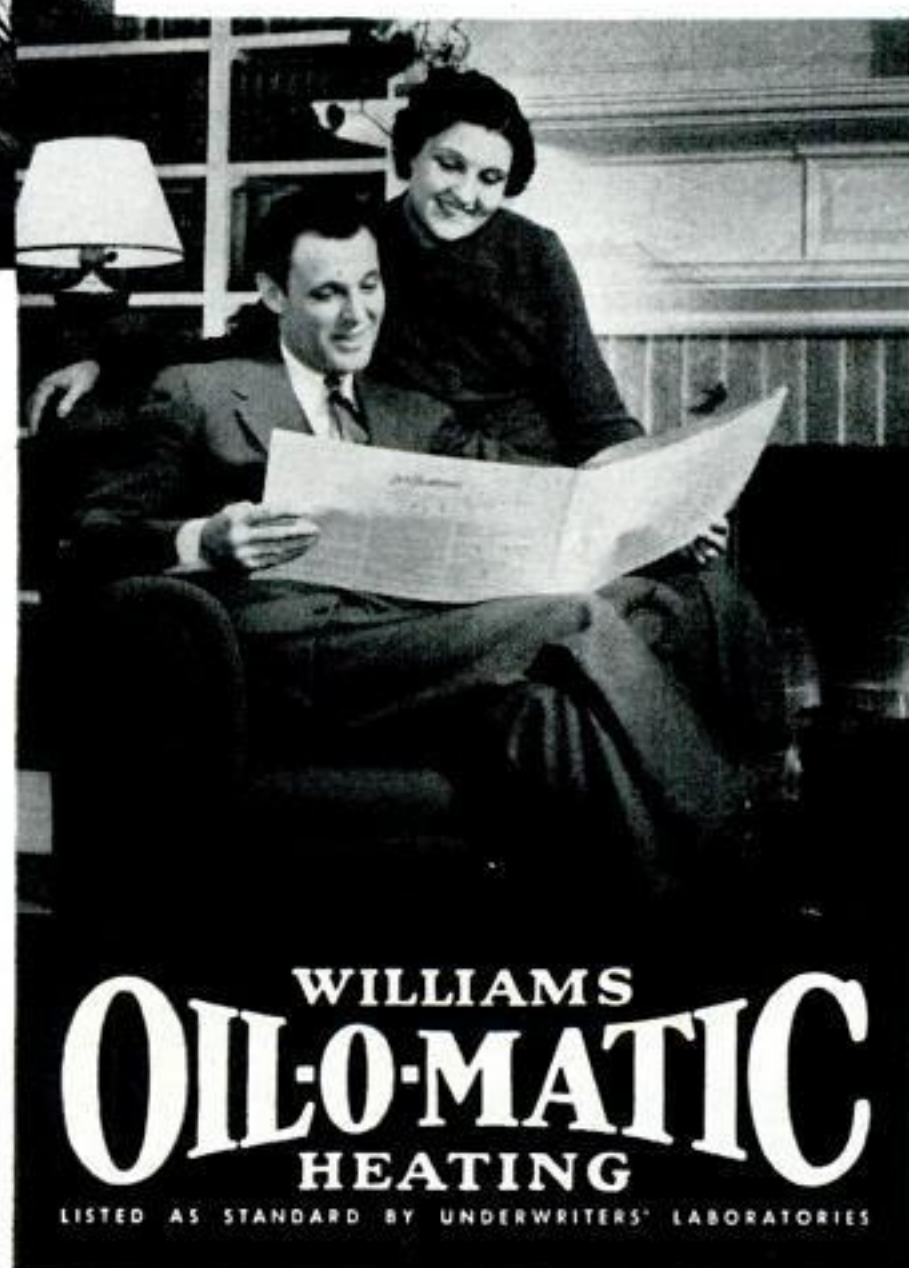
Above, you observe Mr. Johnson in the throes of impromptu calisthenics. Admittedly, he likes exercise. But not in this form. Coal shoveling, wood chopping, ash hauling, grate shaking . . . put them all together and you get dirt and drudgery in equal parts. So you can't blame Lewellyn for a slightly sub rosa vocabulary.



Ta Ta! Happy family! Gone is the ugly old Johnson basement. Gone are the days of coal heaving and ash hauling. For the Johnsons have an Oil-O-Matic . . . and a new basement playroom . . . and more spare time to play . . . and far more money (coal savings, y'know) to play with. Happy ending, wot?

"So you're still a furnace fighter," snickers Jimmie Armstrong. "A shovel slave!" (Fine way for a friend to act!) But . . . what's this he's saying? You don't mean it . . . a Williams Oil-O-Matic at that price! But it used to cost . . . oh, prices cut in half in the last five years! Well, *blow me down!*

"Yep," says Mr. to Mrs. Johnson (this is 2 days later), "there's the oil burner we're going to have—a Williams Oil-O-Matic. The engineer down at our plant says it's the finest oil burner ever built. Golly, we'll never notice the payments . . . we've got 12 to 36 months to pay. And think of it . . . no more coal shoveling, ash hauling, grate shaking! Lil, I love you!"



WILLIAMS OIL-O-MATIC HEATING

LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES

THE Williams Oil-O-Matic . . . largest selling oil burner in the entire world . . . is happily ending the heating problems of thousands of families with incomes as modest as Mr. Lewellyn Johnson's. Oil-O-Matic is engineered for economical operation . . . for long life and freedom from repairs. Oil-O-Matic alone has all these great economy features: Low Pressure Atomization, Projected Flame, Patented Metering Device and Diffusor. Oil-O-Matic prices are lowest in history . . . with 12 to 36 months to pay. Why wait? See your Oil-O-Matic dealer now.

(Also see the sensational new Williams Oil Burner—selling at the lowest price ever placed on a nationally known oil burner)



WILLIAMS OIL-O-MATIC HEATING CORP.
Dept. 376, Bloomington, Ill.
Please send me a copy of "How to Add A Room to Your Home."

Name.....

Address.....

City..... State.....

FRANK SMITH WRITES TO MAJOR BOWES ABOUT HIS DODGE TRUCK

Read What He Says About
the Amazing Dependability
of His Six-Year-Old Dodge!



Major Bowes:

I drive a 1930 Dodge truck with a special built body. It has 321,000 miles on it and has had only one new set of pistons since purchased. On my route, with the 6-year old truck, I make 110 miles a day with 8 gallons of gas per day and 1 quart of 40 oil every third day.

I have found by my experience that a Dodge truck is the most dependable and economical truck on the market.

Trust these facts may be interesting to you on your program over C. B. S.

Yours respectfully,

Frank B. Smith

Tune in Major Bowes, Columbia Network, every Thursday, 9 to 10 P. M., E. S. T.

NEW 1937 DODGE TRUCKS

"Saving up to \$95 a year on Gas Alone" say Owners

PEOPLE don't sit down and write unsolicited letters of praise for any truck unless they mean it. Recently, thousands of truck buyers from coast to coast have switched from other trucks to Dodge. A surprising number of them write and express amazement at the way Dodge saves gas, oil, and upkeep. In the same mail with letters from new Dodge truck owners come many others from owners of old Dodge trucks! These tell again and again of trouble-free service over hun-

dreds of thousands of miles! No wonder Dodge trucks are world-famous for long life and dependability. Today, Dodge trucks, although priced with the lowest, offer a combination of money-saving features found nowhere else. The "Show-Down" score card lets you compare Dodge trucks with the others for yourself...get one from your Dodge dealer today.

DODGE

Division of Chrysler Corporation



NEW 1937 DODGE 1 1/2-TON STAKE—6-Cyl., "L"-Head Engine—(133" W. B. with 9' body, and 159" W. B. with 12' body). Priced with the lowest...and the biggest value in 1 1/2-ton truck history! Has dozens of extra, fine-truck features to save money and prolong truck life. Get a "show-down" of value. See your Dodge dealer today.



New 2-Ton Tractor-Trailer—6-Cyl.—3 Standard Wheelbases, 133", 159" and 177".



New 1-Ton Panel—6-Cyl.—136" W. B.—Hauls bulky loads at low cost for bakeries, laundries, florists, etc.



3/4-Ton Pickup—6-Cyl.—116" W. B.—Big value for plumbers, farmers, contractors, etc.

QUALITY FEATURES SAVE MONEY



Roller-Bearing Universals pioneered by Dodge in low-priced trucks.

One-Piece Rear Axle Housing, another feature pioneered by Dodge.



Full-Floating Rear Axle pioneered by Dodge in low-priced 1 1/2-ton trucks.

● Amola steel springs, exclusive with Dodge.

● Dodge leads other low-priced trucks by a wide margin in quality features, see your Dodge dealer.

Easy terms gladly arranged to fit your budget, at low cost, through Commercial Credit Company.

Private Lives (continued)



Percy Selden Straus, president of R. H. Macy & Co., lost some \$50,000 worth of jewelry when a robber rifled the safe of his country home at Rye, N. Y., the night before his 61st birthday. Undisturbed, Mr. Straus went right ahead with a family celebration at which the guests noted with surprise detectives prowling around with magnifying glasses.



Theodore Dreiser, novelist, was ordered to pay Liveright Publishing Corporation \$12,789 by the N. Y. Supreme Court. Of this, \$9,812 was on the basis of a drawing account against royalties which did not fully materialize and \$2,977 for books and magazines delivered to him. Dreiser's plea that these were sent to him for storage purposes was disallowed.



Dorothy Fosdick, 24-year-old daughter of the Riverside Baptist Church's Rev. Harry Emerson Fosdick, rescued a Maine lobsterman from his burning boat, raced him ashore in her launch. Image of her father, she was graduated in 1934 from Smith where she was head of the Christian Association, was elected to Phi Beta Kappa her junior year.



Margaret Cookman Albany hasn't missed Sunday School once since June 7, 1878. The scene of Miss Albany's 59 years of constant attendance—as pupil, pianist, organist and substitute teacher—is the Ebenezer Methodist Episcopal Church of Manayunk, a Philadelphia suburb. She won't say at what age she began but neighbors say that it was three.



Thomas Watson, highly-paid (\$296,000) president of International Business Machines Co. and a trustee of Columbia University, is the first American whom Hitler has decorated with "The Merit Cross of the German Eagle with Star," complete with four swastikas. Few days earlier at a Chamber of Commerce meeting in Berlin Mr. Watson shrewdly if awkwardly gave Hitler a Nazi salute.



Mrs. Norma Reese Johnson, the widow of a wealthy Detroit manufacturer and a grandmother, is marrying the Duchess of Windsor's first husband, Commander Earl Winfield Spencer of the United States Navy. The latter had previously been divorced from his second wife. Said the third Mrs. Spencer before her marriage: "We were just friends until Win broke his leg while hunting last fall."

POUNDS OFF YOUR FIGURE...YEARS OFF YOUR AGE...



Marion Talley in 1927—plump, opera star. When this photograph was made, Miss Talley didn't know about the Hollywood Habit.



Marion Talley Today—slim, lovely radio star. Thanks to Ry-Krisp and the Hollywood Habit, she now tips the scales at 107 pounds.

Reduce the Ry-Krisp way. Take pounds off your figure and years off your age as Marion Talley has done. It's as simple as this: Eat sensibly, exercise moderately, eat Ry-Krisp as toast at every meal. That's what Marion Talley did and here's what she says about it: "Since following the Hollywood Habit, I have the kind of slim, youthful figure I've always wanted ...and I actually *feel* years younger." If you are anxious to be slim, follow these three easy rules and be sure to eat Ry-Krisp at every meal. Made of whole rye, salt and water, these delicious crunchy wafers satisfy the appetite without adding pounds to the figure. Best of all, Ry-Krisp wafers make a hit with all the family because their hearty teasing flavor of rye is a perfect taste-partner for any food, any beverage.



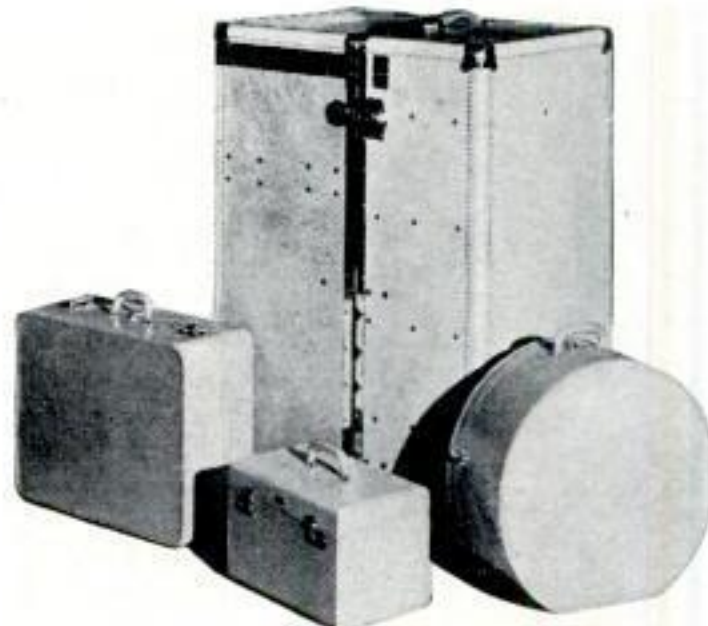
Follow the Hollywood Habit to alluring slenderness. Serve toasted Ry-Krisp for breakfast, luncheon, dinner. Low in calories, these wafers are filling but not fattening. And they taste delicious. You'll find Ry-Krisp at your grocer's in the red-and-white checkerboard package.

Stimulate
HAIR GROWTH
Improve
CIRCULATION
*with MECHANICAL,
ALTERNATE VACUUM
AND PRESSURE
X-ER-VAC
TREATMENTS



Licensed for use under the methods of André A. Cueto, M. D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. Patents pending. The vacuum created in the XERVAC helmet by the compressor mechanism draws the blood into the deep network of capillaries that nourish the hair cells. The following cycle of pressure forces the blood out of the capillaries and into the veins. This continuous action sends a nourishing blood supply to the hair cells, thus stimulating normal hair growth. See your barber, beauty shop operator or local Crosley radio and refrigerator dealer ... or write direct to —
THE CROSLY RADIO CORPORATION
Dept. 737-L, Cincinnati, O. © 1937, The C.R.C.

"YOU PULLEE LADY,
I PULLEE OSHKOSH"



In addition to the famous "Chiefs" made of the red and yellow striped canvas, Oshkosh makes complete ranges of rawhide trunks and luggage, in both the natural cream-colored hide and in mahogany brown. In this blonde rawhide group, the extra size wardrobe trunk is \$225; wardrobe case, for six dresses, \$55; round hat box, \$40; small make-up case, \$30.

Once you've traveled with Oshkosh, you'll understand that there is something about this fine luggage that makes you proud to be seen in its company.

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It's a big dime's worth
CARTER'S
NEWEST INK!



THE best ink money can buy; plus smartest new Cubes that give even the "tired" desk a zest for living ... The wide mouth makes dipping a cinch ... New Carter formulas make writing smoother ... Carter's permanent Midnight Inks identified by the flying geese ... Carter's Washable Inks by the tropical fish ... or Carter's Sunset Colors identified by the full-rigged ship ... Ask for Carter's Cubes.

CARTER'S INK

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—“one trunk, one tennis racquet, three bags—what, no polo ponies?” If you had we'd take care of them just as easily as we handle your baggage. And your pet Sealyham, too. It doesn't matter what you wish to ship, Railway Express will handle anything, anywhere...at passenger train speed. For service or information telephone Railway Express or Western Union. Use Air Express for super-speed—2500 miles overnight.

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DETROIT & CLEVELAND



NAVIGATION COMPANY
Detroit, Michigan

LIFE'S PICTURES



John Ferno (above) whose real name is Jan Fernhout, is the son of a Dutch painter. At 17, he decided to become a photographer, has spent the past six years studying photography under able Director Joris Ivens—a one-time chemical engineer, now a first-rate motion-picture director. Together these two Dutchmen have produced many fine movies, among them *The New Earth*, a picture-story of draining the Zuyder Zee; *Industrial Symphony*, the story of a Dutch radio station. They recently returned from an extended tour of the battle fronts in Spain, with film for a new movie showing scenes from civil war there (see pages 20-24), which will soon be released in the U. S., under the name *The Spanish Earth*.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 6—H. M. VAN TINE—ACME, A. P., INT.
- 7—H. M. VAN TINE exc. bot. lt. A. P.
- 9—INT.—A. P.
- 19—CAPA from B. S.
- 20, 21, 22, 23—JORIS IVENS, DIRECTOR; JOHN FERNO, PHOTOGRAPHER
- 24—ACME—W. W. EUR.—INT.
- 25—Courtesy WPA OF THE CITY OF NEW YORK
- 26—© JAY TE WINBURN—INT., EISENSTAEDT-PIX—EISENSTAEDT-PIX
- 27—INT.—A. P. (2), ACME—A. P., INT. (2)
- 28—CARL M. MYDANS—A. P., LEWSEN from EUR.—INT., A. P.
- 29—A. FELLIG—A. P.
- 30—Bot., beginning with 2nd picture, AMERICAN RED CROSS, A. P. (2)
- 31—INT. (2), W. W.—ACME, W. W. (2)—THOS. D. MCAVOY (3), CARL M. MYDANS
- 32, 33—EISENSTAEDT-PIX
- 34, 35, 36, 37—INT.
- 38—BROWN BROS.—THE NATL. ASSN. OF AUDUBON SOCIETIES, SAMUEL A. GRIMES, BERNARD HOFFMAN
- 39, 40, 41, 42—FERNAND BOURGES
- 43—SAMUEL A. GRIMES exc. t. rt. DR. WILSON, bot. cen. ALLAN D. CRUICKSHANK
- 44, 45, 46, 47, 48, 49—CARL M. MYDANS
- 50—ARTHUR GRIFFIN
- 55—P. I.
- 58—P. I.
- 60—P. I.
- 63—PIX—WILLINGER-PIX (2)
- 64—SOVOTO exc. MAP by CHARLES TUDOR
- 65—SOVOTO
- 66, 67—P. I.
- 68—DORIAN LEIGH LTD. from B. S.—MARCH OF TIME
- 70—WESTPOTO by BRISTOL
- 72—ACME, INT.—INT.—A. P.
- 73—A. P. exc. cen 3 A. P. from PARAMOUNT NEWS
- 74—W. W., ACME—A. P., W. W.—A. P.
- 76—RUSSELL AIKINS, A. P.—W. W., THE EVENING BULLETIN, PHILA.—INT., A. P.
- 81—FRED BAKER
- 82, 83, 84—HANSEL MIETH
- 86—t. S. L. JACKSON STUDIO
- 88—cen. MAX MUNN AUTREY—bot. EISENSTAEDT-PIX

ABBREVIATIONS: BOT., BOTTOM; ©, COPY-RIGHT; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD.

Beware of ATHLETE'S FOOT (FOOT ITCH)

Says Dr. Scholl, the
Famous Foot Authority

If you have itching feet or toes, Athlete's Foot, Ringworm, Foot-Itch, don't neglect it or experiment with "cure-alls" and prolong your suffering. It can easily spread to other parts of the body. Use the scientific treatment of a world famous foot authority—Dr. Scholl's SOLVEX.

Instantly Relieves Itching

It instantly relieves intense itching and kills the fungi it comes in contact with. Aids healing of the red, raw, cracked, peeling or blistered skin between the toes and on the feet. Don't accept a substitute for Dr. Scholl's SOLVEX. Sold at all Drug, Shoe and Dept. stores, 50c, \$1.00 jars.

Dr. Scholl's SOLVEX

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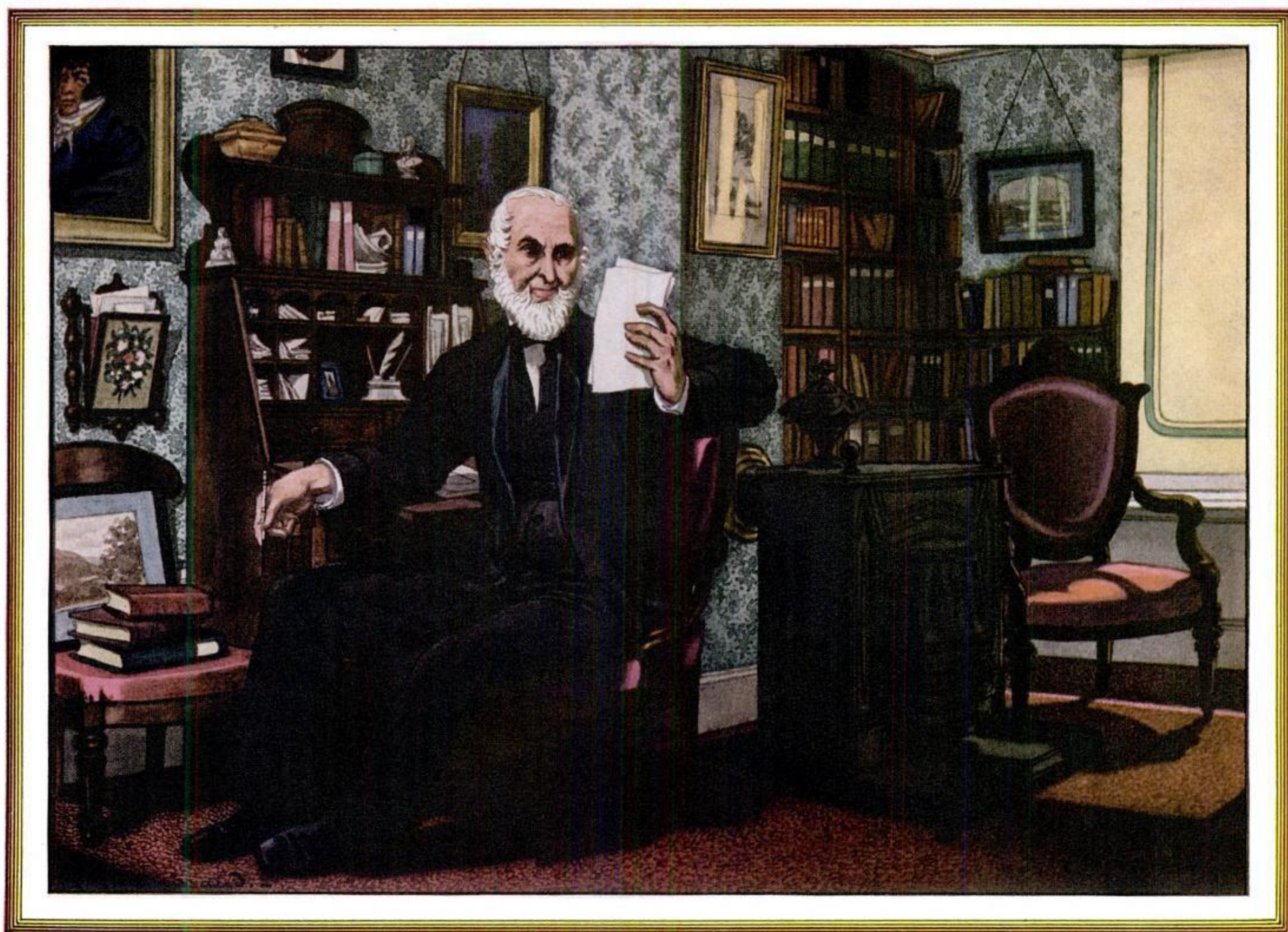
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Offers hundreds of amazing money-saving bargains in still and movie cameras, lenses, films, etc. Used equipment accepted in trade. Satisfaction guaranteed! WRITE FOR FREE BARGAIN BOOK OF CAMERAS AND SUPPLIES! CENTRAL Camera Co., (Est. 1899) 230 S. Wabash, Dept. LF-17, Chicago, U.S.A.



To the poems and ballads of American legendry, written in the heat of inner inspiration that the years have not dimmed, you will find the signature of...

John D. Schiller

You know the *Master Work* by the name with which it was signed

FOR some seventy-odd years the name of the late Colonel E. H. Taylor, Jr. of Kentucky has stood as a symbol of finer whiskey making.

Progressive in his methods, he built distilleries that were the envy of the state. He was among the first to argue against unlimited and hurried production. He worked tirelessly for the cause we now know as the U.S. Bottled in Bond Act.

The whiskey he considered the pride of his lifetime he named Old Taylor and he identified it with a signature which read "E. H. Taylor, Jr. & Sons."

We who have followed ask you to taste the Old Taylor of today. Look for the significant signature. We still retain it to identify a bourbon in every way worthy of its name.

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

OLD TAYLOR

STRAIGHT BOURBON WHISKEY—FULL 100 PROOF
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because I know I can*

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Hoods are quick, straight-line "stoppers." And the same fine Center-flex tread, of live active rubber, makes them good starters, too, and good road-grippers at any speed.

Beneath the tread, Hood super quality goes all the

way through. Extra strong cords are completely insulated in rubber that resists heat and friction.

Between tread and body, the exclusive Hood Speed Shield, not found in other tires, means added protection against road shocks and blowouts. This added protective cushion of reinforced rubber gives you greater security, more comfort, longer mileage.

Hood dealers everywhere are glad to show you how Hood's extra safety features will save you money and give you greater driving satisfaction.

Factories: Akron, Ohio and Los Angeles, California.



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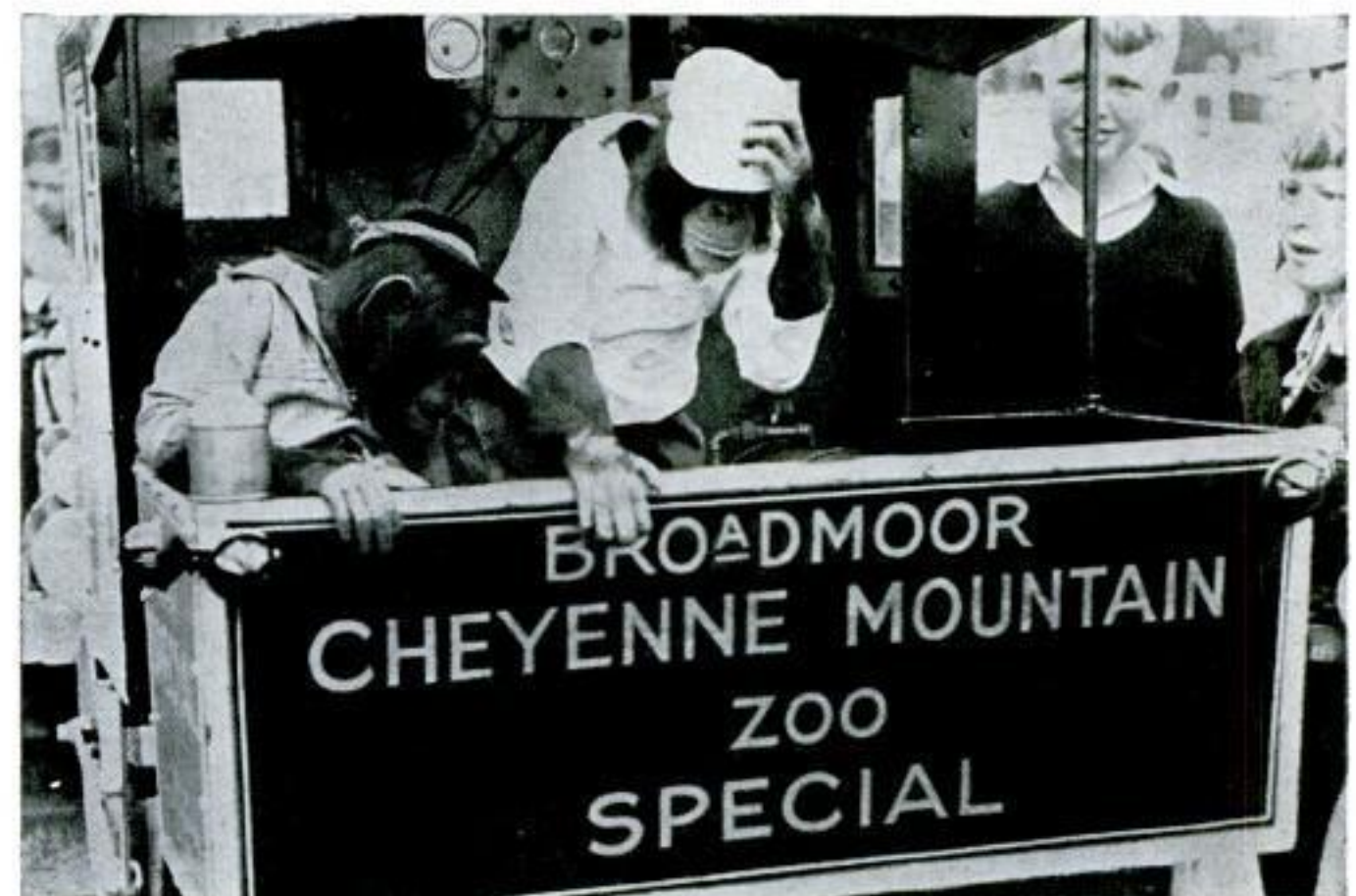


Spencer Penrose, as amateur engineer on his miniature Cheyenne Mountain cog road, sits at the throttle of a miniature locomotive run by a Ford V8 motor. The railroad's objectives include a 50-acre zoo on the lower slopes of the mountain and a children's amusement park farther up.

Life Goes to a Party

With Spencer Penrose, brother of the late Senator, at Colorado Springs where he owns the Broadmoor Hotel

Since 1891 the history of Colorado Springs has been inseparable from the history of Spencer Penrose. In that year the Cripple Creek gold rush, which was to line men's pockets with \$450,000,000, brought this wellborn young Pennsylvanian to Colorado. While his brother, the late Boies, was becoming Republican boss of Pennsylvania and a U. S. Senator, Spencer was piling up a mining and real-estate fortune estimated at \$50,000,000. A major Penrose enterprise is the Broadmoor Hotel, which, since its 1918 opening, has been a summer mecca for prosperous vacationists in the West. To inaugurate its 1937 season the Broadmoor on June 12 held a Gold Rush Ball, scenes from which are shown on the following page. Another profitable Penrose property is Cheyenne Mountain just southwest of Colorado Springs. When the Government took over Penrose's toll road up Pike's Peak in 1936, he began to develop Cheyenne Mountain as a tourist centre. Recently he installed his famous zoo there, built a Tom Thumb cog railroad which is a little brother of the Pike's Peak cog road Penrose also controls.

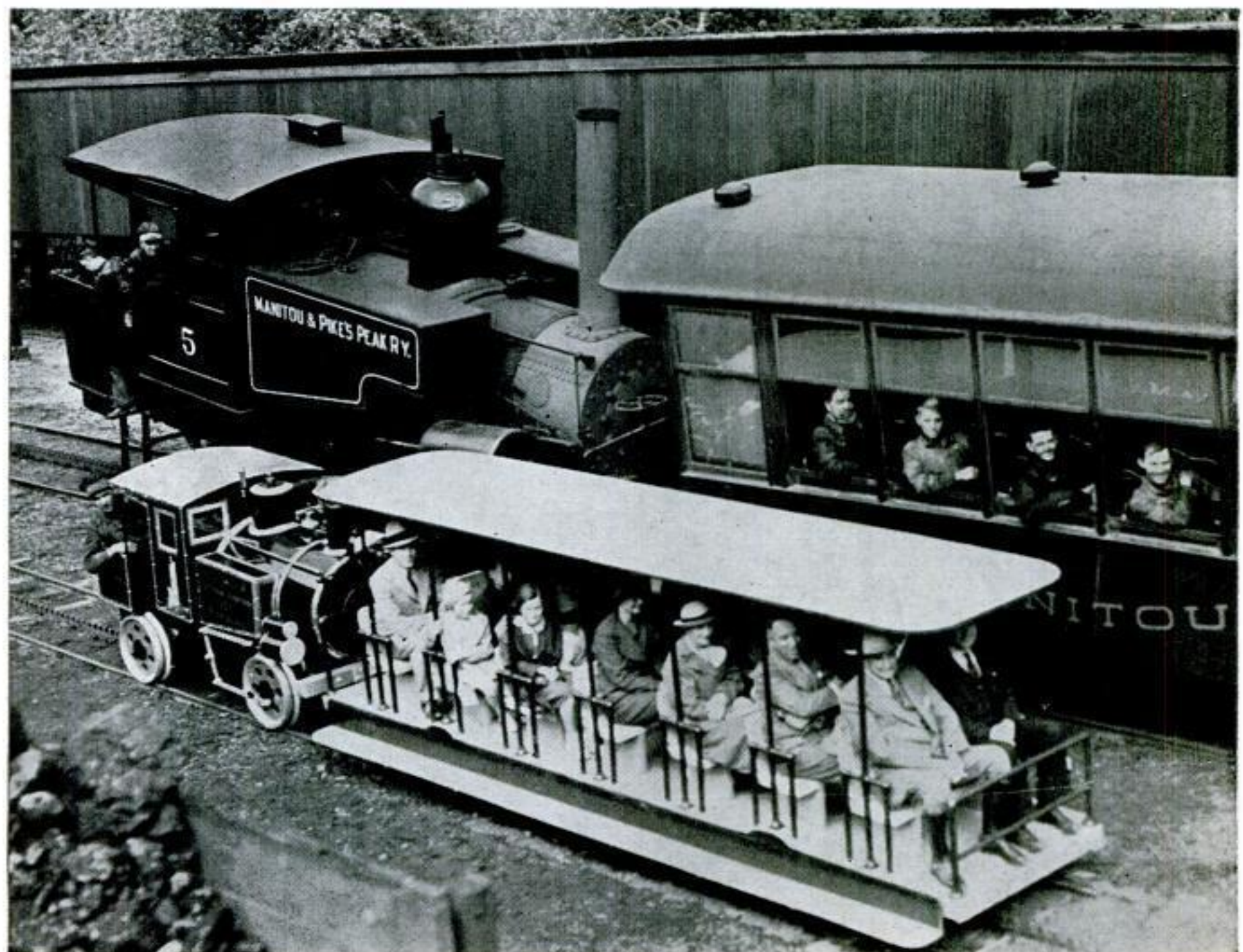


Minnie and Julie, here shown riding on the Zoo Special, are Mr. Penrose's pet chimpanzees. Julie is named after Mrs. Penrose. These two apes are part of a gigantic menagerie which includes mountain lions and an elephant called Shirley Temple.



A bottle of 1906 champagne christened Spencer Penrose's new cog railroad locomotive on Cheyenne Mountain last month. His well-stocked wine cellar is one of the finest west of the Mississippi.

"Build a little brother to the famous cog road that runs up Pike's Peak," Mr. Penrose told his mechanics. At right you see the two trains together, with Mr. Penrose in the new one's front seat.





SIX COLORADO SPRINGS WORTHIES APPEARED THUS IN A SKIT CALLED "DREAM OF A CLOWN" AT THE GOLD RUSH BALL



At 72, Spencer Penrose looks, acts and dresses like a considerably younger man. No provincial, he belongs to 26 clubs in cities here and abroad. Here he is watching his guests arrive at the Gold Rush Ball.



Hershel Hildreth (Ladies' Ready-to-Wear) of Colorado Springs shows how a well-dressed woman smokes cigar.



Attorney Chester Horn, another member of the Broadmoor's "Dream of a Clown" skit, lights up a cigarette.



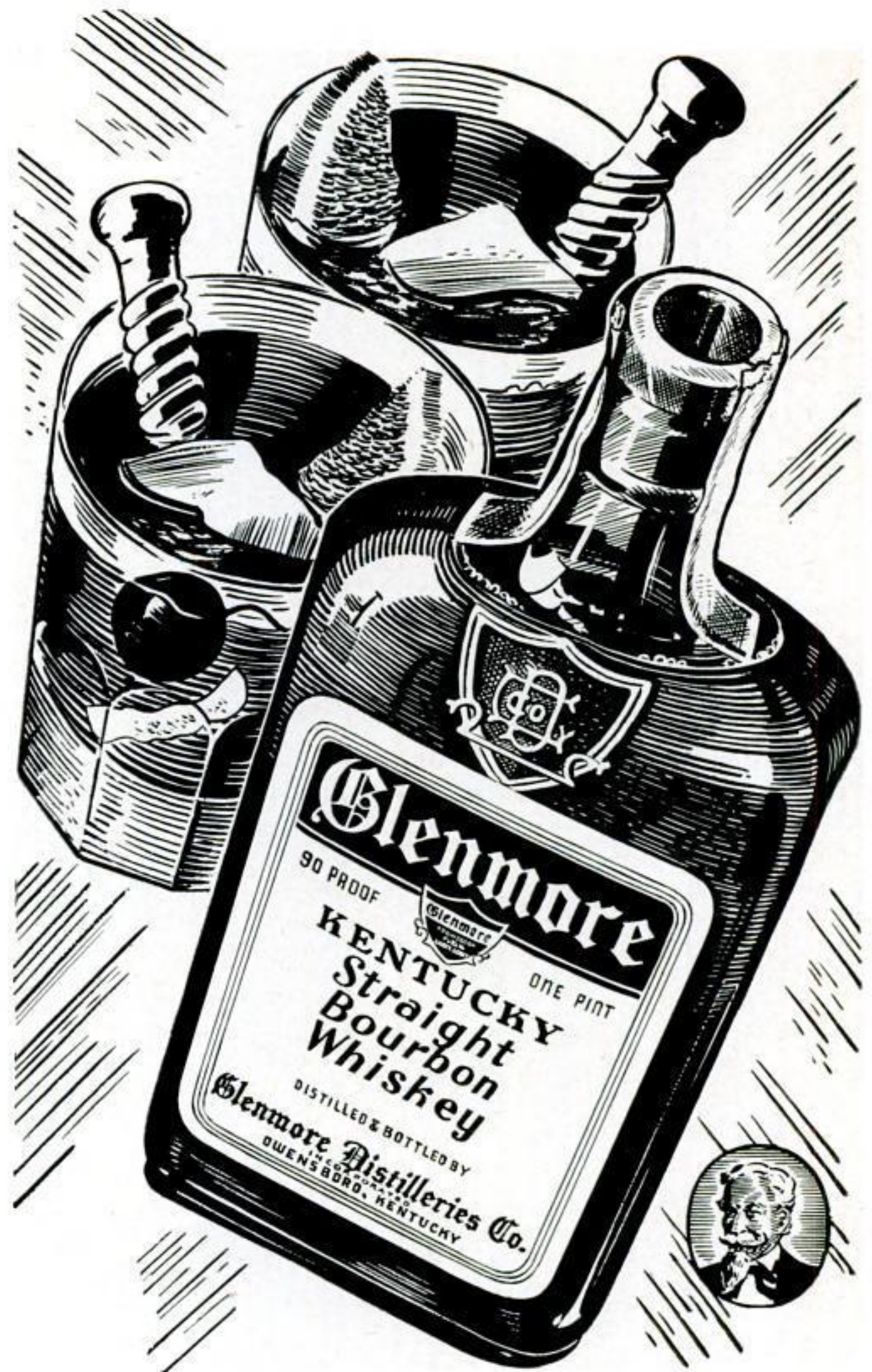
A place for a handkerchief is discovered by Hershel Hildreth as he makes ready for his female impersonation part at the Broadmoor Hotel's Gold Rush Ball.



A Broadmoor guest is here shown having an awful time with his fishing tackle. For \$5 he can hire an experienced fishing guide for six hours from Pike's Peak Escorts, Inc.



A Colorado Springs cowboy is doing his stuff before Spencer Penrose's Will Rogers memorial on Cheyenne Mountain. The memorial will be formally dedicated and opened to the public Labor Day. Below a group of Boy Scouts, dressed up as Indians, help entertain a Lions Club convention at the Broadmoor. Such conventions do much to swell the Penrose purse.



The Spirit of Old Kentucky

Men who know fine whiskey like Glenmore. A good mixer in any company. A full-bodied, full-flavored Kentucky Straight Bourbon Whiskey. You'll enjoy it.

Now Glenmore comes in both 100 proof (Gold Label) and in 90 proof (Silver Label)

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KENTUCKY STRAIGHT BOURBON WHISKEY

LIFE

comes to eyes



Remember way back when life in a big city was simple, pleasant and leisurely . . . and now



Modern life, with its complexities, hustle, smoke and *dust puts a constant strain on your eyes . . .



Refreshing to your eyes, are a few drops of Murine. Instantly soothing and cleansing them. Banishing that tired eye-weary feeling.

*Dust, wind, smoke, motoring, sun, working, reading, sewing, hundreds of things cause our eyes to become tired, red, red and irritated. For 40 years Murine has helped nature protect eyes by cleansing them in a gentle and soothing manner. Use Murine night and morning for real eye-comfort. Druggists recommend Murine.

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"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c, stamps or coin.

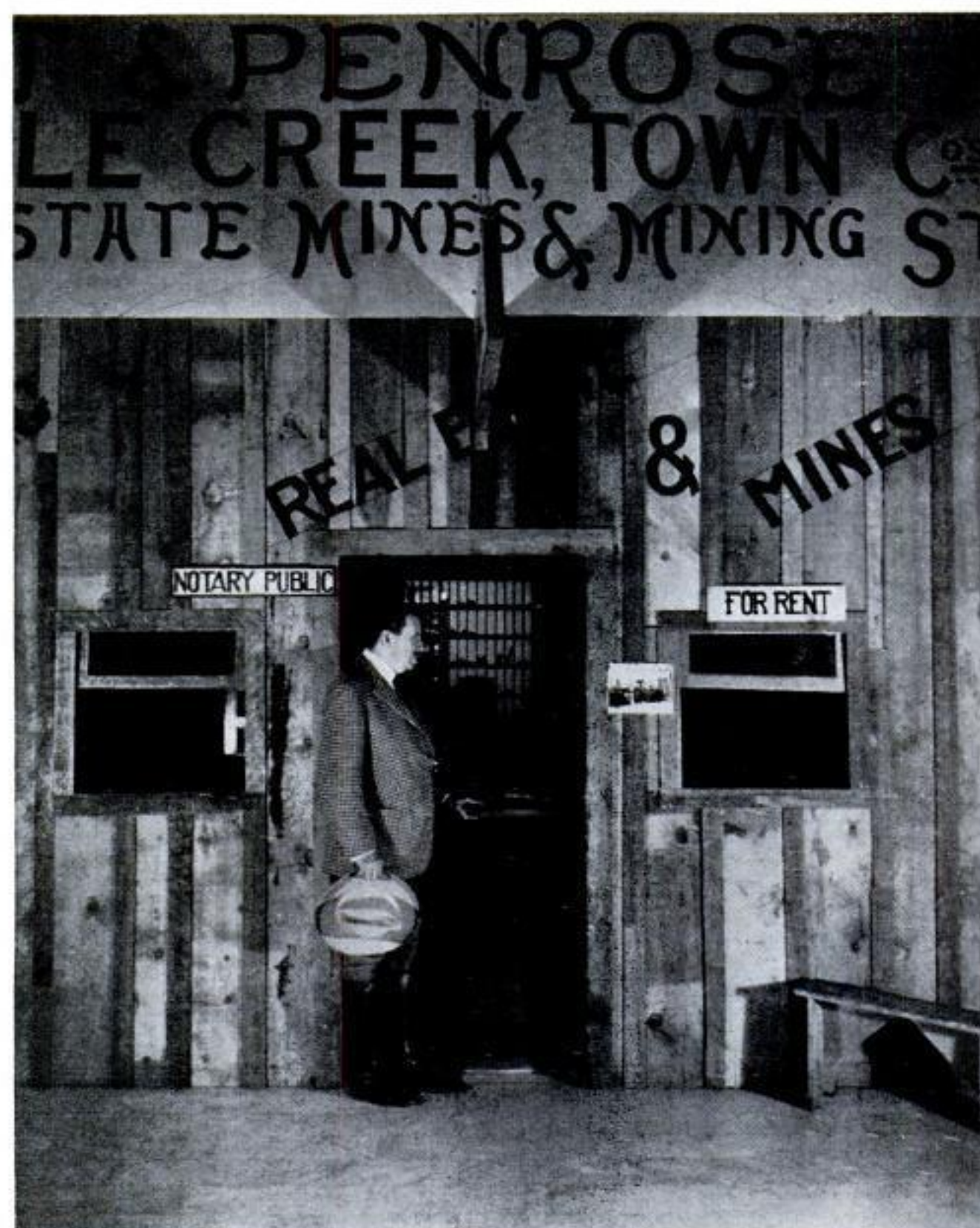
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Life's Party (continued)



This original photograph shows the office of Tutt & Penrose in Colorado Springs in the boom days of 1892. Mr. Penrose stands fourth from left. Cripple Creek was then beginning to make gold-mine fortunes and the Penrose firm got its share.



This close replica of the original Tutt & Penrose office stood in the lobby of the Broadmoor during the Gold Rush Ball. Real estate and mines have made Spencer Penrose, shown standing in the doorway, one of the richest men in rich Colorado.



... tells how to get perfect vacation photos!

If you're taking your camera with you . . . or using a camera at any time . . . send for this free folder. It describes, briefly and concisely, a simple, sure method that will enable you to get every still or movie you take *correctly exposed*. It shows how to avoid all picture disappointments, whether you're shooting in the deep shaded woods, on the sunny beach, or indoors. It will enable you to bring back a perfect photographic record of your vacation . . . pictures you'll treasure and be



proud to show. The folder tells how. Return the coupon today.

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Different from other dentifrices : : contains specially powdered pure salt, milk of magnesia and other beneficial ingredients, all blended together with a little flavoring to form a most refreshing tooth paste. . . A really sensible dentifrice that you will like more and more every day. Write for free sample. Worcester Salt Co., Dept. 104, 40 Worth St., New York.

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**Soaks Off
WALLPAPER
IN 1/2 THE
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Save time . . . money and work! New—exclusive SAVOGRAN product. Just dissolve in water. Brush (or spray) on walls. Instantly penetrates down to plaster. Layers of old paper come off easily. One package enough for average room. Harmless as water. Old methods . . . slow, expensive. SAVOGRAN twice as fast—fraction of cost.



Left—solution. Right—water. Crumpled ball of wallpaper dropped into each liquid at same time. Solution penetrated—sank paper almost instantly. Paper on water still floating 16 hrs. after photo was taken.

THE SAVOGRAN COMPANY
12 INDIA WHARF, BOSTON, MASS.

At hardware, paint and wallpaper stores or write direct. Ask for folder on Savogran Products.

Only **15¢** pkq.



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REG. U.S. PAT. OFF.
WALLPAPER REMOVER
PATENT APPLIED FOR



Every boy's father (and mother) should know this

Start your boy shaving with a Schick Shaver. It will clean off the first tender down and, though he grows up to have the toughest beard, he will always shave quickly and closely.

His skin will never become calloused with the scar-tissue that inevitably follows blade-shaving. Never will he cut, nick or scrape his face, for there are *no blades* in the Schick Shaver. No moving part touches the skin.

The gentle, massaging action of the Schick induces the flow of blood to the skin, helping it to keep healthy and reducing the danger of infection to a minimum.

It will cost him less to shave

We do not know any cheaper way to shave through the years than with the Schick Shaver. (Schick Shavers made five years ago have been used every day and are still shaving perfectly.)

There are no blades to buy, to sharpen or replace—no brush, soap, cream, powder or lotions.

The Schick Shaver can be used in total darkness, by invalids in bed, in rough weather at sea and under many conditions that would make it impossible to use a razor.

Buy one for your boy and yourself

Go to an authorized Schick dealer. Ask him to demonstrate the shaver to you and explain why your boy can shave well the first day but it may take you a little longer to get *your* face in condition for a very close and quick shave.

SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco
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IS THE
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OF THE
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CROSLEY FIVE

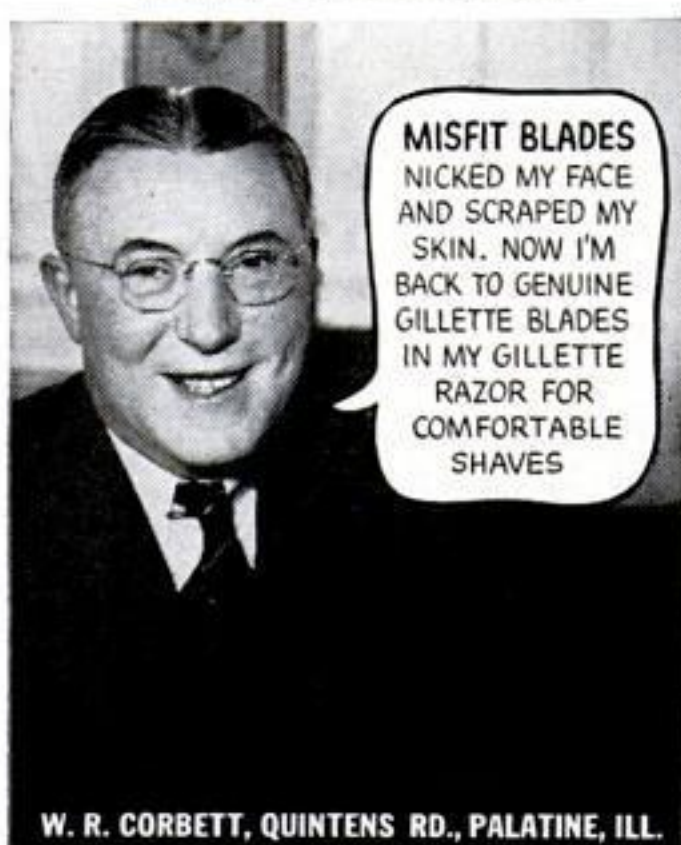
YOU'RE THERE WITH A CROSLEY

★ ★ ★

"Misfit Blades Nicked My Face Scraped My Skin

—says Illinois man

Now I'm back to Gillette Blades
in my Gillette Razor."



Millions Are Switching Back —to Gillette "teamwork" shave

THE trouble with using MISFIT blades is that the shaving edges may not be properly exposed in the razor. Too much shaving edge is likely to scrape your face. Not enough shaving edge leaves your face half shaved. But why risk these discomforts when you can avoid them by always using Gillette Blades in your Gillette Razor. These two are made for each other. Designed by the same engineers, they are matched as perfectly as the parts of a fine watch. Buy a package of Gillette Blades for your Gillette Razor today.



Gillette Blades
Precision-made for the Gillette Razor

PICTURES TO THE EDITORS



BEGGARS AT CHEKWAN

Sirs:

Chekwan is a little fishing village about two hours journey on boat from Hong Kong. Every year during the religious festival of Mother of Dragon, hundred thousands of people would pilgrimage there. So beggars of every descriptions from far and near would gather there to beg. Among those are the ones on these photographs. These beggars either kneel or lie themselves on the rice fields which are on both sides on the road that leads to the temple. They covered their faces and every inch of their bodies with mud. Visitors were often frightened by these pitiful sights, as these beggars wailed and cried out loudly, and at the same time striking their breasts with bare fists. Many even carried their innocent babies on their backs, letting their tiny feet soaked in the mud and exposed their bare little heads from morning till dusk to the scorching sun.

GEORGE C. LAU

Hong Kong, China



GLASS FLOATS FROM JAPAN

Sirs:


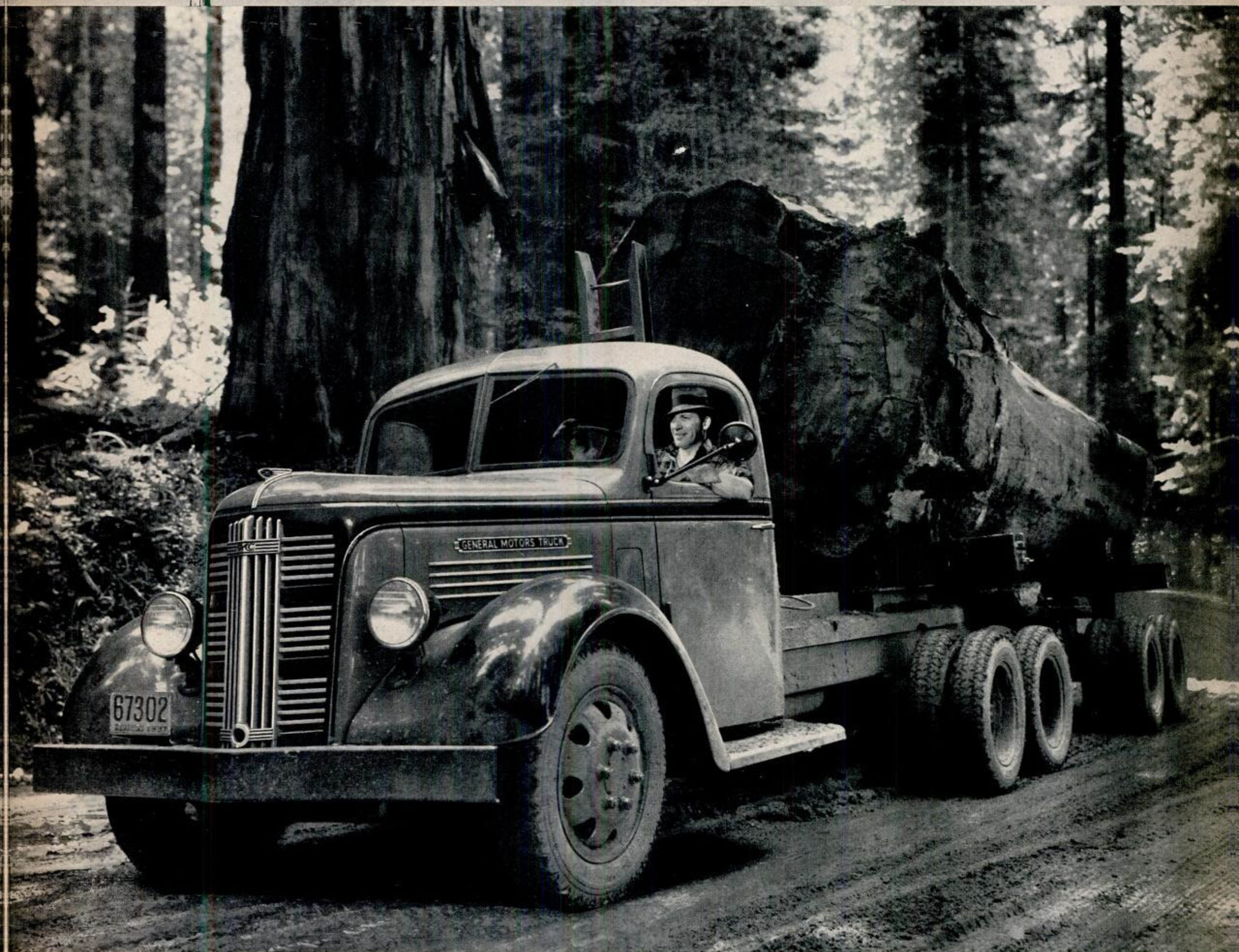
Japanese glass fish-net floats are finding their way to Tierra Del-Mar and other Oregon beach resorts. Beachcombers search the sands daily for these beautifully colored glass globes. Carried by winter gales and the Japan current the glass balls end a voyage across the Pacific Ocean from the Japanese fishing grounds, where they are used as fish-net floats. Many balls are light green, and a few are amber or light purple. The small globes bring 25¢ while the large ones net their finders \$5.00 apiece. Eight months to a year is considered the speed record to make the crossing.

PAUL CALLICOTTE

Portland, Ore.



"TIM-BER!" . . .




DRAMA "behind the scenes"—with GMC at the root of it! Giant, ageless logs, so heavy they will not float, ride to market on the strongest trucks — GMC trucks with frames cross-braced and gusseted for heavy hauling — GMC trucks which can outpull anything on wheels of comparable weight-carrying ability! Your business may not parallel logging but, nevertheless, you do need GMC *stamina*, GMC *power*, GMC *economy*. And GMC prices are now crowding the lowest! See GMC.

Time payments through our own Y. M. A. C. Plan at lowest available rates

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GENERAL MOTORS TRUCK & COACH • DIVISION OF YELLOW TRUCK & COACH MANUFACTURING, COMPANY • PONTIAC, MICHIGAN



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East or West



*Sleep Like a Kitten
AND
Arrive Fresh as a Daisy!*

EASTERNERS MEET WESTERNERS and vice versa ... on Chesapeake and Ohio Lines! For "The Railroad With a Heart" is the popular route between these two great vacation sections of the country ... you can travel in either direction and Sleep Like a Kitten and Arrive Fresh as a Daisy!

Genuine air conditioning provides summer travel at its best ... cool, clean, and refreshing ... on *All Chesapeake and Ohio trains*. Whether you've chosen the seaside or a mountain resort for your holiday, take advantage of this superbly comfortable service both going and returning ...

Your local ticket agent will be glad to help you in planning your itinerary. Ask him for information.

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America's Most Distinguished Fleet of Trains



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CHESAPEAKE and Ohio LINES
SLEEP LIKE A KITTEN

Visit the Chesapeake and Ohio Railway Miniature Railroad Exhibit, the largest in the world, Steel Pier, Atlantic City, July, August and September

PICTURES TO THE EDITORS

(continued)

PETRIFIED HAM

Sirs:

Thinking perhaps you would like to know of my "Petrified Ham" (the only known "Petrified Ham" in the U. S. and possibly in the world) I am sending a photograph. This "Ham" was presented to me by a relative who has known of it for almost 60 years. Since I have become owner of the "Ham" more than 10,000 people have called at our home to see and examine the "Ham" and most of these people have pronounced it to be the most wonderful specimen in the line of petrified objects that they had ever seen. I ask all people to guess on the weight of the "Ham" and it has been guessed as low as 20 pounds and as high as 1,500 pounds. Only 21 people have guessed the absolute correct weight.

GEORGE KERN

Columbus City, Iowa



U. OF S. C.'s V. P.

Sirs:

Your statement in LIFE, June 7, that Lucy Anne McLean was President Gardiner Pollich's vice president of the student body at the University of Southern California is false. My daughter Caroline Everington (picture enclosed) is vice president with Gardiner Pollich.

MRS. JAMES W. EVERINGTON

Glendale, Calif.

Coed Caroline Everington's campaign slogan: "Bigger and better campus dances."—ED.



CORRECTION

The lady above, whose picture appeared at a Reno bar in LIFE, June 21, is not unescorted, nor has she picked up the pleasant cowboy at her side. For those who may have misinterpreted her previous appearance on these pages, LIFE gladly states for the record: Her cowboy-like escort is famed ex-Cowboy Ted Baker, whose Riding Academy is a highly respectable Reno social centre. Mrs. Ted Baker is seated at his left, unseen by the camera's lens. The scene is laid in Reno's swank Town House restaurant where the smiling lady, who obtained her divorce decree a few days later, is giving a dinner party of eight. She is at the bar instead of her table because it is an old Reno custom that tables are for eating, bars for drinking, and guests move from one to the other as their fancy dictates.—ED.

"Hi, PUDDLE-FACE!"

DON'T LOOK NOW—BUT YOU'RE IN TERRIBLE SHAPE"

**"NO WONDER!
I FELL ASLEEP IN A
METAL TRAY AND WOKE
UP IN THE SINK!"**



**ASK FOR
Flexible Rubber Trays
AND GET ICE CUBES AT THE REFRIGERATOR**

These hot days when throats are dry, there's no time to fuss and fume with weak-kneed, weary, spigot-splashed ice cubes. Not when you can use Flexible Rubber Trays and have ice cubes instantly... one or a dozen... full-sized, cold, and dry... right at the refrigerator. No yanking or pulling... no tugging or

twisting. When you buy your new mechanical refrigerator insist that it comes completely equipped with Flexible Rubber Trays—or to modernize your present refrigerator get Flexible Rubber Trays from your dealer.

INLAND MANUFACTURING DIVISION
General Motors Corporation Dayton, Ohio



ICE CUBES INSTANTLY—AT THE REFRIGERATOR

**CARS, TOO,
SUNBURN**

Don't let your car get sunburned! Do as millions of motorists are doing. Give the finish Simoniz protection, and save its beauty. There's nothing in the world like Simoniz! It contains a secret ingredient which keeps the hot sun, as well as weather and dirt, from dulling, bleaching, and eventually destroying any lacquer or enamel finish. So, insist on Simoniz and the wonderful Simoniz Kleener. The sooner you do, the better it will be for your car. Get them immediately... follow the simple directions for Simonizing... and your car will always stay beautiful.



MOTORISTS WISE

SIMONIZ



Streamline Your Waistline!



Inset Shows
Extra Pouch for
Frequent Changes

PARIS GARDS

with 2 Snap-on
interchangeable
pouches... \$2

You'd gladly pay extra for this needed, NEW improvement—yet it costs you nothing. Paris provides two detachable pouches—making one garment do the work of two—permitting frequent changes; affording required convenience; prolonging wear, too. The firmly knit PARIS elastic waistband holds you in properly—firmly—comfortably. Reduces waistline—makes walking a pleasure—relieves that tired feeling—helps correct slouching posture. Paris Gards—with two interchangeable Snap-on pouches—off and on in a jiffy—only \$2.

You'll enjoy Paris Gards for daily wear. You'll feel and look better—trimmer. Made by the makers of Paris Garters—Suspenders—Belts—that means Tops.

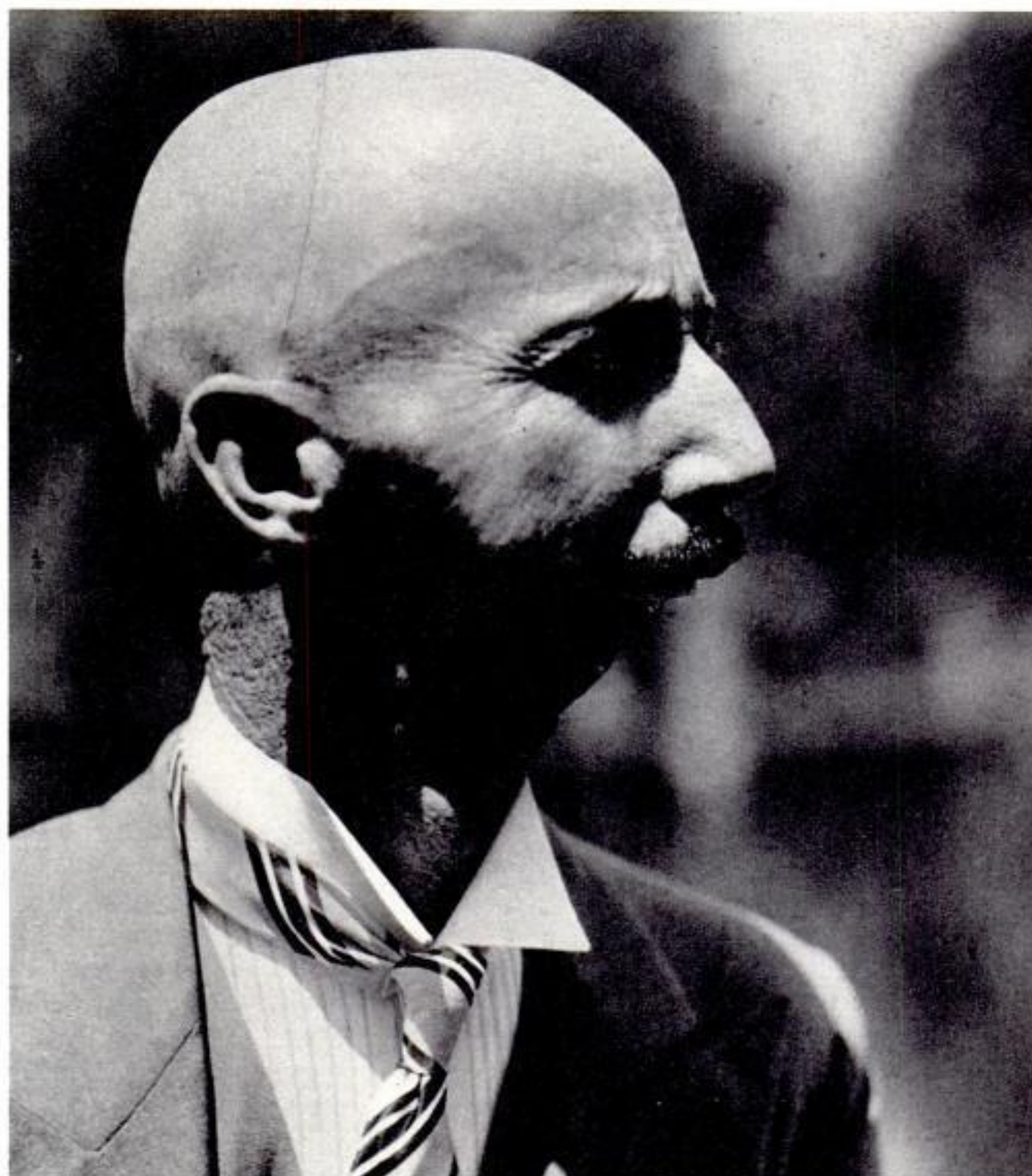
---PARIS MAIL-O-GRAM---

(If your dealer cannot supply you)

A. STEIN & COMPANY
1149 West Congress Street, Chicago, Illinois
Please send me.....PARIS GARDS at \$2 each
Waist size.....Enclosed is Check.....
Money Order..... Currency..... for \$.....
Name.....
Address.....
Dealer's Name, please.....

PICTURES TO THE EDITORS

(continued)



ANDY GUMP IN PERSON

Sirs:

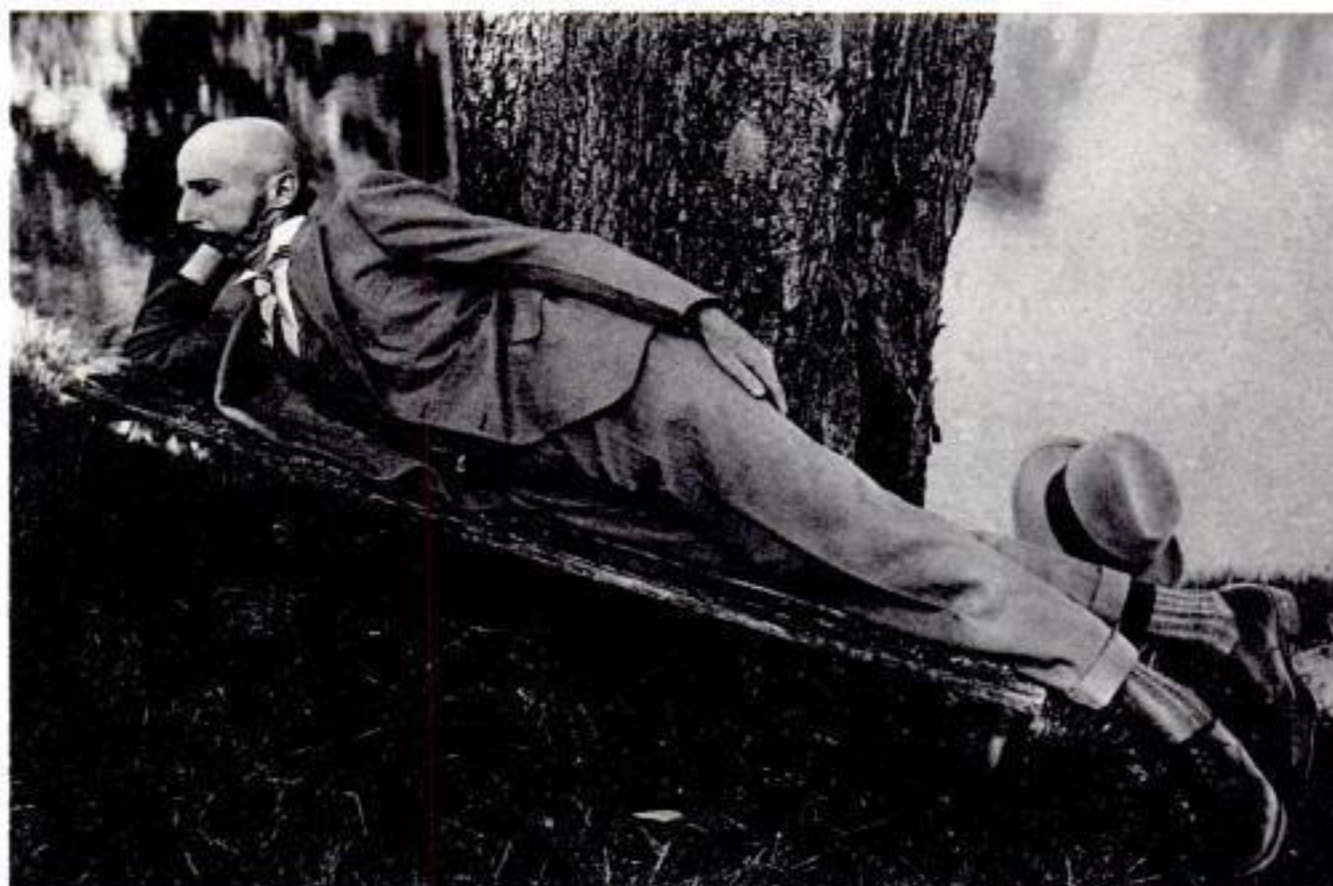
Of the thousands who have followed the comic strip "The Gumps," probably few are aware that the original of the chief character was a real Andy Gump.

Born 47 years ago in Bay St. Louis, Miss. as Andy Wheat, he acquired his unusual physiognomy as the result of an infection following the extraction of a tooth, which eventually necessitated the removal of his entire lower jaw. Through Dr. Thomas Smith of Bloomingdale, Ill., a dentist and a brother of Sidney Smith, he met the cartoonist, who saw in him an ideal comic character. Andy subsequently had his name legally changed to Gump.

His wife's name is Min and he has two children named Chester and Goliath, now living in San Francisco, and an Uncle Bim who lives in Georgia. His home is in Tucson, Ariz., but he also has a farm near his birthplace in Mississippi.

JOHN L. WARNER

Watertown, N. Y.



ITS "SOFT-STILLED"
FLAVOR

DEFIES
MELTING
ICE

The "last inch" of your Collins tastes rich as the first with Seagram's "Soft-Stilled" Gin.

Even a big batch of Martinis keeps rich despite melting ice.

"Soft-Stilled" means that the flavor of aromatic herbs and berries is deeply infused into the gin. To get this richer flavor, we imported from England a famous, 100-year-old still and reproduced it exactly.

STILL RICH... WHEN DILUTED 16 TO 1



Pour a teaspoonful of Seagram's "Soft-Stilled" Gin into a pint of water. Stir it. Smell it. Taste it. You still get a full, rich-bodied aroma and flavor. Try Seagram's Gin...today!

Seagram's
KING
ARTHUR Gin

IT'S
"SOFT-STILLED"

SEAGRAM TOM COLLINS

2oz. Seagram King Arthur Gin, juice of 1 lemon, 2 teaspoons sugar. Shake well and strain into 12 oz. glass. Add ice cubes and soda to fill glass. A half lime gives added flavor. Decorate with slice of orange and cherry if desired. Seagram-Distillers Corp. Offices: N. Y.



Distilled London Dry Gin, 90 proof, made from 100% American Grain Neutral Spirits.

Advertisement



"What!
Over a Million and a
Quarter Circulation
..and you won't accept advertising yet?"

**AMERICA'S NEWEST MAGAZINE SENSATION
 ANSWERS IMPATIENT NATIONAL ADVERTISERS**

NO wonder national advertisers are scratching perplexed heads and exclaiming: "What! Your magazine has over a million and a quarter circulation and you're not accepting advertising yet?"

Indeed, anyone with a grain of proverbial Scotch thrift would probably swoon just from contemplating the flood of advertising dollars which LOOK has deliberately side-stepped.

A sizeable fortune? Yes, but this magazine (with its fortune before it) has preferred to make many tests, and answer many questions before permitting America's advertisers to spend a single dollar in its exciting columns.

A PUBLICATION PARADOX

Here is a magazine unique in the publication field. For it combines two seeming incompatibilities of publishing which presage for LOOK not only a brilliant career—but an *enduring* one. First, an editorial content that is unequalled for excitement and drama. And secondly, an editorial *ownership* and *direction* which have the benefit of more than 40 years experience in the publishing business.



AMERICA'S IRRESISTIBLE PICTURE MAGAZINE
TAKE A "Look" AND SEE

LOOK Magazine has arrived. A steady, issue-to-issue growth from scratch to more than a million and a quarter—and no ceiling yet in sight—indicates that when LOOK'S pages are finally opened to advertising, American business will have at its command a great new advertising medium.

Meanwhile, in vivid, dramatic fashion, LOOK will continue to picture the important personalities and events in science, invention, foreign affairs, adventure, sports, crime, sociology, self-improvement, religion, beauty, fashion, the movies and the stage.

BOSTON
 IS A
BROWSING TOWN

Write for this attractive folder, with excellent street map and best auto routes into City.
 Address
 Room 116,
 Parker House.

Many in number and stirring in nature are the sights & shrines of this historic city, whose every winding street abounds in landmarks near and dear to the hearts of all Americans. Filled with legend and steeped in history, fascinating Boston will well repay a visit. Make it a point to come—and when you do, double your pleasure by staying at one of these

FINE, Centrally-Located HOTELS

One famous management assures the same perfection of service, quality of cuisine, excellence of accommodations. But each of these hotels offers in addition something distinctive, something all its own, which will appeal to varied tastes.



Parker House

BOSTON'S MOST FAMOUS HOTEL

Although the Parker House today is a new and modern building, its old traditions of hospitality give the hotel a mellowness and charm rarely encountered in a metropolitan hostelry. And Parker House food, including the renowned Parker House roll, is as good as its reputation. All rooms have private bath, shower, circulating ice-water and radio. Spacious and comfortable single rooms from \$3.50; for two people, \$5 up.

**HOTEL
 BELLEVUE**

ARISTOCRAT OF BEACON HILL

Strategically situated opposite the State House and overlooking the Common, the Bellevue has an air of quiet dignity and charm not unlike that of a distinguished private residence or one of the better clubs. Lovely single rooms with private bath from \$3; for two people, \$4.50 up.



**The
 Somerset**
 400 COMMONWEALTH AVENUE

Luxuriously appointed and newly decorated, The Somerset is a superb hotel worthy of its distinguished setting in exclusive Back Bay. Tariffs begin at \$4 for generously proportioned single rooms designed for gracious living. Double rooms from \$6. Suites, \$8 up.

GLENWOOD J. SHERRARD
 President and Managing Director



"Fire and Theft is enough for me"

He thought he was taking a chance only on collision . . . until his car was ruined by a raging flood. Then he agreed with his insurance agent that the modern protection for a car is the Comprehensive "All-Risks" Policy. It protects the owner against loss of or damage to his car from practically any cause, doing so at a surprisingly low cost.



PERHAPS you are convinced of the value of "All-Risks" protection for your car. Have you applied the same foresight to your home? It represents a far greater investment. It, too, is subject to damage by many hazards other than fire. For instance, windstorm, explosion, riot, civil commotion.

Since a loss is a loss, no matter what the cause, logic calls for protection against every insurable hazard. The proper selection of North America policies for your particular need will cost you surprisingly little and may save you a great deal of money. A North America Agent, or your broker,

will gladly advise you without obligation. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Protection

includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

RESIDENCE CONTENTS covers damage to household furnishings by fire or other specified hazard.

SUPPLEMENTAL CONTRACT covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

RENTAL VALUE pays rental value of home while being made habitable following damage by fire or other specified cause.

BURGLARY covers loss and damage to property by burglary or attempted burglary.

OWNERS, LANDLORDS & TENANTS LIABILITY covers claims for injuries to the public sustained on the premises.

North America Group Agents

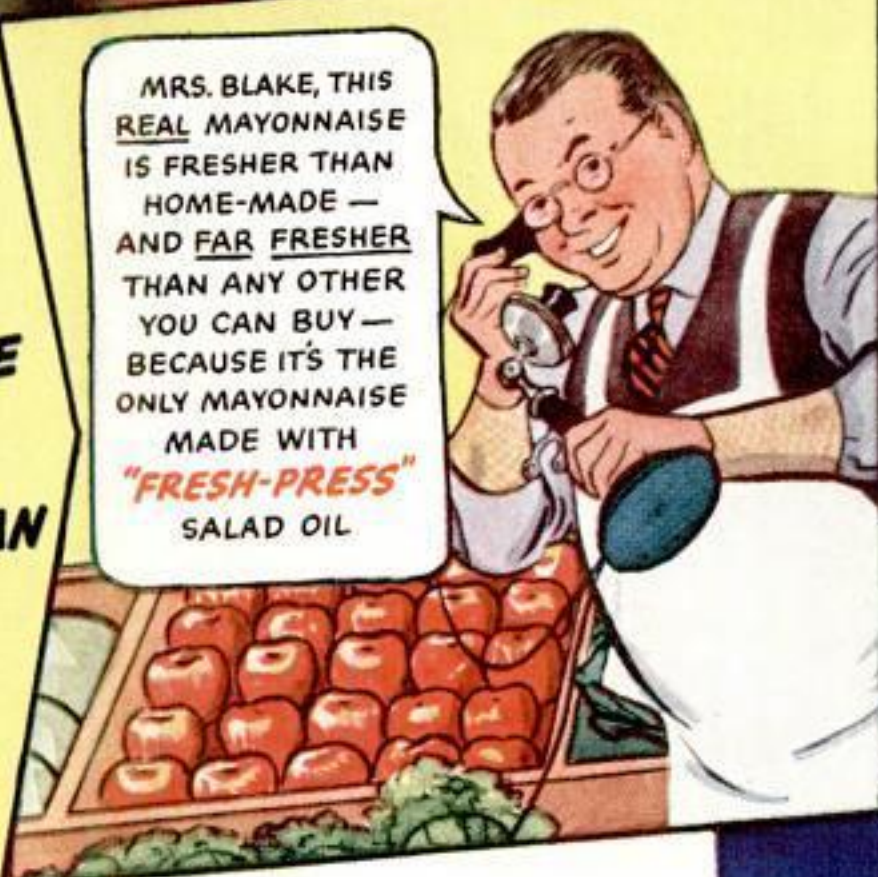
Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA • THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE



YES—I KNOW IT'S REAL
MAYONNAISE...but how
can it be **FRESHER**
than my own home-made?

RUTH
LEARNS
THAT NO
MAYONNAISE
CAN BE
FRESHER THAN
THE SALAD
OIL IT'S
MADE WITH!

MRS. BLAKE, THIS
REAL MAYONNAISE
IS FRESHER THAN
HOME-MADE —
AND FAR FRESHER
THAN ANY OTHER
YOU CAN BUY —
BECAUSE IT'S THE
ONLY MAYONNAISE
MADE WITH
"FRESH-PRESS"
SALAD OIL



THAT'S TRUE, LADIES! We our-
selves prepare "FRESH-PRESS"
Salad Oil right at the kitch-
ens where we make Real
Mayonnaise—Best Foods in
the West and Hellmann's in
the East. With no loss of
time, this freshly prepared
Salad Oil goes directly in-
to our double-whippers. There it is mixed
with freshly broken whole eggs, our own spe-
cial blend of vinegars, and choicest spices.
Nothing else. No starchy fillers.

RUTH! THIS IS
THE BEST SALAD
I EVER ATE!
I'LL USE REAL
MAYONNAISE
HEREAFTER
FOR ALL MY
SALADS, TOO!

YES! ORDINARY DRESSINGS
CAN'T POSSIBLY EQUAL THE
RICH, FRESH TASTE OF REAL
MAYONNAISE MADE WITH
"FRESH-PRESS" SALAD OIL!



**THIS FRESHNESS GIVES YOUR SALADS
FAR FINER FLAVOR**

Best Foods and Hellmann's Real May-
onnaise are made fresh each day with
"FRESH-PRESS" Salad Oil and other
choice ingredients. They are sealed
immediately in crystal jars and rushed
to your grocer fresh from our kitchens.

To get this deliciously fresh mayonnaise,
ask for *Best Foods* if you live in the West—
for *Hellmann's* if you live in the East. The
freshness that comes from using only
"FRESH-PRESS" Salad Oil is exclusive
with these two brands of *Real* Mayonnaise.

Made only with
"FRESH-PRESS" SALAD OIL

BEST FOODS
in
the West



HELLMANN'S
in
the East



BEST FOODS
and
HELLMANN'S
REAL

MAYONNAISE

*— refreshing mildness
— better taste
all the way*



Chesterfield
Wins